December 26, 1968

Mr. Joseph C. Dine
Information Consultant
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York 10022

Dear Joe:

It was good to talk with you via phone on Tuesday. I hope your plans for a Washington trip materialize and that we'll have an opportunity to talk about CPB, radio and related matters.

Will you please put us on your mailing list for all Corporation news releases and related information which will be disseminated?

Best wishes for the holiday season and 1969.

Sincerely,

Robert A. Mott

RAM:lkl

December 27, 1968

Mr. Samuel C. O. Holt
Director
The Public Radio Study
1384 Massachusetts Avenue
Cambridge, Massachusetts 01238

Dear Sam:

Sometime when you aren't busy, dredge out one of the Kear and Kennedy educational radio coverage maps (either the combined AM-FM or the FM) and study the coverage indicated along the Idaho-Oregon border. There's a circle of alleged coverage there about half dollar size. I'll buy you lunch if you can find any station in that area providing FM coverage (or AM) in the area indicated on the map.

It makes me wonder about the reliability of the rest of the map. Wonder where that coverage really belongs.

Look forward to seeing you again and learning more about your travels to educational radio land.

Regards to Vince and best wishes for the holidays to you both.

Sincerely,

Robert A. Mott

RAM:lkl

December 9, 1968

Mr. Nicholas Zapple
Staff Counsel
Senate Committee on Commerce
5202 New Senate Office Building
Washington, D. C.

Dear Mr. Zapple:

National Educational Radio has submitted the proposals indicated below to the Corporation for Public Broadcasting.

1. Support for the present operation of the NER Network. The request for $68,000 to match the present network operating budget. Funds would be used for added personnel, equipment for production, operational costs with the bulk ($27,000) used for program acquisition.and development.

2. Re-establishment of the NER Public Affairs Bureau in Washington, D. C. This proposal would provide a minimum of two hours of public affairs programming each week plus a daily tape insert telephone news service. Annual cost is estimated at $65,000 with $46,000 marked for personnel, equipment, production, editing and operational charges in Washington, D. C. The Urbana facility would be supported with a $19,000 grant for duplication and distribution of the programs.

3. Experiments with Sound: Grants to be made to between 20 and 40 educational radio stations in amounts renging from $2,000 to $10,000 for experimental program development. Total project cost $132,000.

4. A program series titled: "Bridging the Generation Gap." 52 programs thirty minutes each $62,700.

5. A program series titled, "Essay on the Country" 26 programs 68 minutes each $48,400.

6. A program series entitled, "Law and Order -- and Justice, Too." 52 programs 30 minutes each $62,700.

These were short range recommendationd developed for the first year of the Corporation's activity.

NER has five primary interests in program development for the long range projection.

1. Support, finance and encourage the production of programs of high quality and diversity by direct grants to individual radio stations.

2. The operation of a Public Affairs Bureau based in Washington, D. C. to provide news and public affairs programs to all stations by a variety of delivery systems.

3. Continuing support for the National Educational Radio network to provide for expanded acquisition, development and distribution of taped radio program material.

4. Establishment of one or more radio program centers for the production of radio materials to be delivered via network and tape delay.

5. Interconnection for all public radio stations who seek affiliation with appropriate national program service.

The goals appear valid at present but current studies of educational radio now in progress or technological advancement could result in an adjustment of priorities.

Sincerely,

Robert A. Mott

RAM:lkl

December 6, 1968

Mr. Richard Catalano
The Ford Foundation
320 East 43rd Street
New York, New York 10017

Dear Dick:

Our encounter in the Sheraton Park lobby during the convention didn't give me much of an opportunity to pursue the topic you raised. I was involved with getting Commissioner Johnson to a luncheon engagement. Hence, I had no real opportunity to visit with you.

As I recall, you indicated that the coverage maps for educational radio might be available for distribution. We have had a few requests in our office for the maps since a set was on display at the convention. If distribution is possible, we would be pleased to disseminate information regarding the maps and their availability to educational radio stations and like organizations.

Hartford Gunn's draft proposal for a National Public Radio System arrived Monday. We will want to react to the proposal in detail. In general, the document merits support.

In one of our earlier conversations I indicated that we had submitted a number of proposals to the Corporation for Public Broadcasting. Until decisions had been reached by CPB, I felt it improper to tender the proposals elsewhere. Some time after the CPB has made its judgments, I would like to talk with you regarding the ideas we have developed.

Will you let me know regarding the distribution plan for the maps?

Again, sorry our corridor conversation was so brief.

Sincerely,

Robert A. Mott

RAM:lkl

December 6, 1968

Mr. Allen Miller
602 Gladstone
Pullman, Washington 99163

Dear Allen:

Thanks for the list of respondents to your survey. NER stations seem to have responded in satisfactory quantity. At the convention we reminded station managers to return your inquiry. A similar reminder has gone out by mail to all stations as of December 5.

Saul Haas and Frank Schooley both told me during the convention that they could provide me with copies of your study. They didn't since our paths didn't cross when they had your material. Hence, a request for a copy or two which I will hold strictly for personal and office information.

There still seems to be considerable concern over two radio studies. Holt and Badger have now enlisted a third man to assist with interviewing. They are doing considerable field work. Our role essentially is to provide what assistance we can.

Saul still seems a bit peeved over the dual effort -- a condition I understand. Obviously, for better or worse, two studies will be completed. I trust educational radio will not suffer as a result.

Saul indicated that he would have asked you to attend the CPB meeting November 22 but that you were, to quote Saul, "sending a son off to war." I didn't try to explain it!

The CPB meets again December 21 and we await any public report of their decisions on educational radio. CPB is not settling down as I had hoped. Perhaps you should attend the December 21 meeting and report your findings then. The November 22 agenda was not completed.

Cal, Burt and I visited briefly. Actually, I visited a lot with Cal since he arrived Friday night prior to

the convention opening on Tuesday! Burt arrived late Wednesday afternoon missing his spot on a panel presentation Wednesday morning. It appears both are operating per their usual track record!

I'll appreciate a copy of the material by return mail.

Sincerely,

Robert A. Mott

RAM:lkl

NATIONAL FOUNDATION ON THE ARTS AND THE HUMANITIES

1800 G STREET, N.W., WASHINGTON, D.C. 20506

6 November 1968

RECEIVED
NOV 2
NATL EDUCATIONAL RADIO

Mr. Robert A. Mott
Executive Director
National Educational Radio
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Bob:

Many thanks for your letter of November 1st concerning the Radio Drama Development Project at WGBH. I hope the Corporation can get behind it for another year of operation -- as well as other radio projects. I greatly appreciate your views on the matter.

With best wishes,

Sincerely,

David

David C. Stewart
Director of Programs in
Education and Public Media

November 1, 1968

Mr. David Stewart
National Council of the Arts
1800 G Street, N. W.
Room 1149
Washington, D. C.

Dear Mr. Stewart:

The matter of support for radio drama by the Corporation for Public Broadcasting has been discussed a number of times in my deliberations with a variety of persons involved and concerned with educational radio programming.

My belief is that radio drama should be considered for early support but that this type programming does not merit first priority. However, were the Corporation to fund initially as many as five projects, radio drama should be included. The thought I want to convey is that other program categories (news, public affairs, social action, etc.) need immediate attention. Drama is a radio staple and the Corporation should support it when other needs are met.

I've had an opportunity to addition excerpts from the Radio Drama Development Project underway at WGBH. I would hope that if CPB decides to support radio drama, it lend assistance to the project now underway. This is consistent with the position I've taken regarding current National Educational Radio Network activities.

Sincerely,

Robert A. Mott

RAM:lkl
cc: Ward Chamberlin

November 1, 1968

Mr. Robert Carlisle
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York

Dear Bob:

I've had an opportunity to audition the WGBH Radio Drama project material. You'll recall we discussed this when we were examining radio projects during our meeting in Mr. Swezey's office.

My position is essentially unchanged. Radio drama program fare is virtually non-existent and would be utilized by many stations if available. Assuming the Corporation funds as many as five projects, I would urge the inclusion of the WGBH project now underway.

It's my judgment that the other projects we discussed should remain in the tentative priorities we gave them previously.

You'll recall we discussed the costs of relocating the NER Network facility from Urbana, Illinois to Washington, D. C. I do not yet have final figures but it appears that the actual moving costs are not prohibitive. When I have gathered all costs, I'll send the information to you as you requested.

Sorry you didn't attend the CPB-Ford Foundation session on educational radio. Stimulating -- and, I trust -- helpful to those making the decisions.

Sincerely,

Robert A. Mott

RAM:lkl

Corporation for Public Broadcasting
545 Madison Avenue
New York, N. Y. 10022
(212) 688-6400

October 30, 1968

RECEIVED
OCT 31 1968
NAT'L EDUCATIONAL RADIO

Mr. Robert A. Mott
Executive Director
National Educational Radio, NAEB
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

Dear Bob:

For no valid reasons at all, I have been quite tardy in thanking you for your October 8th letter with its list of public radio stations as well as the proposal to Ampex. The delay does not mean we are not grateful for your keeping us so well abreast of what's going on.

I am under the impression that Dave Stewart may have asked you for comments on the WGBH-FM Drama Project, once you've had a chance to hear the demo tape. Your opinion will be most helpful.

I hope you realize that it is of great value to CPB to know that a man with an enviable track record in educational radio is holding down the #1 chair at NER. You can be sure we'll be making a practice of ricocheting ideas and speculations off you.

Regards,

Bob

Robert D. B. Carlisle
Consultant

RDBC/ef

November 15, 1968

Mr. Robert Swezey
Secretary-Treasurer
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W.
Suite 630
Washington, D. C. 20036

Dear Bob:

As you asked, I established myself in a dark mood and played the role of devil's advocate. Attached are some questions couched in the language that may be utilized by some of the NAEB convention delegates in the radio session on Thursday at 9:00 a.m.

Please keep in mind that I only played the role you requested.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

1. What formula has the Corporation adopted (or will it adopt) regarding the ratio of distribution of funds between radio and television?

2. Since television has received financial support in major amounts from The Ford Foundation and the ETV Facilities Act of 1962, shouldn't the bulk of the money now available be directed to educational radio?

3. The Corporation has announced an interconnection experiment for television. What has the Corporation done to provide an interconnected network for radio stations? What has the Corporation done to obtain lower or free interconnection for educational radio. Has there been any discussions of networking for radio? If so, what is the prospect? If not, when will such discussion be initiated?

4. When will the Corporation have an executive and a staff? Describe the staffing plans. How many individuals will join the Corporation staff -- where will the offices be located -- what will be the structure of the Corporation?

5. What about the ten watters? What criteria has the Corporation established for identifying the public radio station.

6. Why two public radio studies? We have just responded to the Miller inquiry for the radio committee. Now we learn that a second study is in progress. Isn't this duplicative and unnecessary?

7. When will the Corporation begin making grants to educational radio stations for program production. What will be the method of application and how long will it take to process proposals. Will there be a form?

8. In April, The Ford Foundation announced a grant of five hundred thousand dollars for educational radio. None of that money has been disbursed to any station or project despite a lapse of more than seven months. Has the Corporation proposed to the Foundation that the half million be granted to the Corporation for utilization in educational radio?

9. What will be the policy of the Foundation toward matching grants?

10. What plans does the Foundation have to support current radio activity such as BFA, the NER network, the NER Public Affairs Bureau, EEN and the like. Shouldn't these institutions receive early attention?

11. What steps does the foundation plan (or has it taken) to insure that a valid cross section of informed educational radio station leaders serve as advisors to the Corporation? Could the NER Board be an advisory group. How will the Corporation insure that its efforts and plans are meeting the real needs and desires of the educational radio stations?

12. What has the Corporation staff done regarding a recommendation for a long range financing plan for the Corporation. What does the Corporation envision as the best plan for obtaining appropriate financial support?

13. We hear rumors concerning a long range planning conference for educational television. Should educational radio be included? How can the Corporation support a proposal that calls for a study of long range television financing and exclude any discussion of the long range financing of educational radio.

November 12, 1968

Mr. Donald Quayle
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York 10022

Dear Don:

Upon my return to the office today, I learned of your appointment last week as consultant to the Corporation for Public Broadcasting. Needless to say, I am personally pleased. I know the National Educational Radio board will be delighted when the members learn of your new assignmmant.

I know you will be of major assistance to the Corporation staff and through your efforts the work underway will move forward with dispatch.

I certainly look forward to working with you again. At the time when NAEB's radio division can be of help, please call on us.

Sincerely,

Robert A. Mott

RAM:lkl
cc: William G. Harley

FROM: Jerome Gillman
Ruder & Finn Inc.
130 East 59th Street
New York, New York 10022
PLaza 9-1800

For immediate release.

FOR: CORPORATION FOR PUBLIC BROADCASTING

EEN'S DONALD QUAYLE JOINS CPB

Donald Quayle, executive director of the Eastern Educational Network, will join the Corporation for Public Broadcasting as a full time consultant for a period of four months, it was announced today by Frank Pace, Jr., CPB board chairman.

"We are most fortunate in obtaining Don Quayle's services," Mr. Pace said, "and are grateful to the directors of EEN for loaning him to us during this critical period of the Corporation's development. Mr. Quayle's extensive background in all aspects of public broadcasting in television programming, in interconnection and in radio, will be of enormous value as we move into our first year's operations."

Mr. Quayle will be on leave of absence from EEN commencing immediately. His office will be at the CPB headquarters in New York.

"The Corporation is now singularly important to the success of public broadcasting," Mr. Quayle said, "and I approach this opportunity to be helpful to it with excitement and anticipation."

Mr. Quayle has been executive director of the Eastern Educational Network since 1964. From 1962 to 1964 he was with National Educational Television first as director of radio services and then as field services associate. Prior to that time he was assistant general manager for radio of the WGBH Educational Foundation in Boston.

The Corporation for Public Broadcasting is a privately operated non-profit corporation established pursuant to the Public Broadcasting Act of 1967 to provide leadership and funding for noncommercial educational television and radio.

-0-

Following the Suffern Conference on Public Radio held jointly by the Corporation for Public Broadcasting and the Ford Foundation, Bernard Mayes prepared a paper entitled "Programming for Public Radio: Some Preliminary Considerations. A consensus of contributions from participants in the Suffern Conference."

It strikes me that Mayes initial premise is wrong. The conflict is not over programming. The conflict, if any exists, is how to make public radio viable.

Educational radio has not, as Mayes suggests, been largely concerned with academic interests. Many stations -- a majority -- devote some (if not most) of their program schedule to public needs and public programming.

There was no evidence introduced at Suffern to suggest that beefing up of the present system would fail. Educational radio has existed and expanded during the last half century even with extreme economic limitations. Can anyone say how strong the medium would be had it been supported in the manner of educational television?

The issue is not programming. The main question is the manner in which revitalization of the medium is to occur. Is the present structure and strength to be ignored? Is an entirely new distribution system to be developed?

The Corporation (and others who involve themselves in the funding of educational radio) must be aware of political facts. To reject the established medium (even at its present limited level of effectiveness) would be unwise.

There must be a concern for those stations, institutions and individuals who are performing the public broadcasting role in radio. There must be an identification of those individuals in educational radio who would operate stations in the public sector if they were financially able.

Despite disagreement with Mayes preliminary statements, I find myself concurring with his conclusion.

Ultimately, programming will be the issue. Initially, we should address ourselves to other matters including the decision making that will provide the best utilization of the existing educational radio system.

Respond

PROGRAMMING FOR PUBLIC RADIO
Some Preliminary Considerations

A consensus of contributions from participants in Suffern Conference.

GENERAL PRINCIPLES

Despite a high level of agreement on the need for a new kind of radio and how to make it available to the general public, there appears to be conflict of opinion about programming. However, the participants are not in the embarrassing position once occupied by Mr. Bell: it is generally agreed that today California still has something worth saying to New York.

The conflict is at its most apparent during questions of financing - Should money be spent on beefing up existing programs, or should it go to build an entirely new service assuming one to be possible? Such a question carries with it the unwritten agendas both of already existing organizations still struggling with their devotion to the cause of "educational" radio, and also of those for whom this cause appears lost and who would like something new.

The principles of "public" radio would seem to cut the knot. For whereas "educational" radio has been, and presumeably will remain, largely concerned with the academic interests of its limited catchments, "public" radio must, by definition, relate to public needs. This means the audience of the latter would hopefully be the entire community. This returns us to the original concept of true educational radio in its broadest sense.

It is suggested that if the present system were beefed up, it would be ready to revert to this original concept itself, but

the specialised objectives and private loyalties of nearly all existing stations as they have historically developed make this extremely doubtful, if not impossible.

Such doubts, however, need not apply to all program sources. Though even with these, limited funds and the sell-standards of commercial radio have had their effect.

Thus, broadly, there are two suggested approaches to public programming: (a) Patch-work programming, and

(b) Comprehensive programming.

"PATCH-WORK" PROGRAMMING

This is the logical outcome of the "beef-up" theory. Commercial radio is seen to provide the majority of public radio needs, and a new program format would fill in the gaps and continue to serve special audiences as at present.

It is in accordance with this view that any new service should provide news "in depth" to complement (or first-aid) commercial news headlines; should continue to concern itself with specialised subjects and limited local audiences; should eschew pop music because there is so much, encourage folk music because it is healthy, and supplement classical music because not enough people like it.

Patch-work radio sees itself essentially as supplemental and supportive of commercial radio, providing the public with whatever the advertising media cannot sell. Its chief advantages would be (a) the improvement of existing program sources,

(b) the encouragement of stations struggling to stay alive, and

(c) the maintenance of the present entente with commercial radio.

A plan based on this approach would require no great change in present program orientation or methods. A new network would facilitate the sharing of technically improved offerings from usual sources in greater quantity than before, while local stations would be encouraged and enabled to supply the radio needs of more minorities, specialised groups and organizations than previously.

"COMPREHENSIVE" PROGRAMMING

This is both difficult and dangerous. Its aim is to cover as much as possible, for as many people as possible, for as long as possible, thus providing the public with a "new sound" and possibly alienating commercial media.

Its justification is based in the premise, variously expressed, that there is an unsatisfied aural need in everyone at present, which neither commercial broadcastng nor old-fashioned educational radio can satisfy.

Furthermore, it is suggested that this need is far greater than commercial radio would have us believe, and if satisfied might soon reduce present radio to the status of background noise. Whatever commercial resistance there might be to public radio performance based upon this premise would presumably argue for its truth. Commercial radio might even eventually find itself playing the supplemental role; it would certainly be challenged to change itself.

However, there is question as to whether any stations can expect to achieve such a comprehensive program spectrum. A symbiotic network might relieve some of the program burden, yet there would remain a shortage of available, sympathetic professional broadcasters; conflicts of interest among managements; and the limitations imposed by only one wavelength in each community.

Moreover, to hold and increase its audience, a new sound must be consistent and continuous; to be also comprehensive in content would require care, resilience, exploration and adventure.

Comprehensive programming would not provide an "aural smorgesbord", but rather a planned and well-rounded diet in which the high quality of production itself will supply essential consistency and continuity. Twenty-four hour transmission, with requested repeats according to a strategic schedule would do much to ensure audience loyalty.

However, a heavy burden would be placed upon those responsible for the new productions, there being little material at present available which could be used without editing.

A plan based on this method would require a new network in which an increasing number of stations might share and, if of satisfactory standard, participate.

It would also require the gathering together of a team of contributors either in one place, or linked by circuit to an autonomous studio where programs would be produced according to agreed recipes and fed into the network or separately to contracting stations.

The existence of a production recipe would also permit local contributors, contracting agencies and organizations to submit

their own productions for use as a central control sees fit and can pay for.

It is also suggested that only Engineering Control should be centralised (upon the circuit), and to this more than one and eventually four Production Centers might each supply material according to recipe. This would hopefully ensure programming of a truly national character and the development of distinctive personalities.

In whatever way a new organization is set up, each station will need to present program material suitable for its own community. Consequently, network productions, albeit in constant supply, should be made available in such ways as permit local interpolation. In order to sustain the essential characteristics of a new sound all such material originating in local contracting stations must also be according to network recipe. Clearly there would have to be recruitment in all areas of production and engineering, and strong directive, combined with constant consultation on local levels throughout all stages of the operation.

MATERIAL & FORMAT

It is apparent that Comprehensive programming will require far moreoriginal material organised into new formats than will Patch-work programming. Yet both could benefit by the development of new ideas and program concepts. The difference will lie in the use made of these ideas and the audience at which they will be directed.

Cost will partly determine the feasibility of certain programs, but this will have to be measured against the value of such programs in terms of image maintenance. A few expensive

productions might, for example, be essential to the overall quality of a new sound - certainly, without some expenditure on quality talent and skilled production, no station, let alone a network, could hold its audience for very long. And public radio of any kind must by definition be as responsible to the public audience as commercial radio is to its sponsors. It is necessary to remember that commercial broadcasting need not actually please the public to be "successful". It has only to control them, Caligula-wise ("Let them hate me so long as they obey me"). We all know what happened to Caligula!

Assuming that the same rule holds for radio as for other creative arts, material must be available in far greater quantity than what is finally transmitted if the output is to be of high quality. In this way, standards can be maintained at low cost by paying only for what is used. Existing sources of program material could be tapped (BFA, NER, BBC Short wave, Pacifica Archives etc.), again only what is used being paid for. Copyite permission where applicable would need to be covered by individual program contracts, since in order to preserve continuity of distinctive personality, presentation would be most important and contributions originating elsewhere might have to be edited and/or re-packaged.

24 hour transmission would incur additional expense, minimal if confined to repeats or pre-recorded programs, more if the night hours are utilized to develop unique "dark=hour" formats specially for night listeners, and less if hooked into foreign transmissions.

Eventually, both stereo production and side=band multiplex broadcasting could be the rule, when sufficient funds are available, or side-band transmission can be leased for a profit. Neither would immediately affect programming which, at least for an initial trial period, would preferably be confined to regular methods of

transmission, at least so far as concerns a national service. The few local stations equipped with stereo and/or multiplex facilities would not be prevented from making their experience generally available for future planning.

General program format should be keyed to the variable listening needs of the public; it should be built around a framework of consistentblock-themes, yet be resilient enough to respond to international, national, and local events of current importance or emergency. There should not be allowed to develop the suspicion that public radio is slower to react to an occasion than is commercial radio, or that its programming is so rigidly planned or the network so unwieldy that it is virtually out of touch. Yet unless the listener can depend to a certain degree upon getting what he expects, he will not come to feel "at home" on that wavelength.

Suggested formats include such block-themes as:

6am - 9am/10am	News, Academic/Popular commentary; Information network
9am/10am - 12pm	Light/Classical music; magazine style; Featurettes; Experimental for women at home.
12pm - 1pm/2pm	News & Commentary; Specialist overtones.
1pm/2pm - 4pm	Musical; Home & Family magazines; Drama; Live performances from Europe.
4pm - 7/7.30pm	News & Commentary; Magazines
7/7.30pm - 10pm	(TV Peaks) Current Affairs; Cultural; Drama; Experimental.
10pm - 1 am	International Talk; Round the World Open Lines; Features.
1am - 6am	Special Dark-Hour formats; Repeats; Patch into Overseas Nets; Occasional News.

Where applicable, local interruption of network coverage would be required at set times within each block=theme, it being assumed that whenever a local station has material of such quality as to justify taking up a whole block, this would be interpolated into the network. In such a case, the originating station would be identified, and might take the entire network over for the length of its offering.

CONTROVERSY

Talk, drama, indeed nearly the entire creative process, would be of little account without controversy. The confrontation of one view by another, the balance of opposites and even the victory of once side against another, are marks of a realistic experience. All else is bland, amorphous and deserves little attention. The skilled producer can achieve such entanglement as is necessary with only occasional offence, even when dealing with so=called "controversial" subjects. Certainly, if public radio is to uphold its title, it must deal with all matters of public concern and afford each as much respect as it deserves. Realistic appraisal of audience ignorance and anxiety in certain communities will undoubtedly dictate the methods by which this will be achieved, and even limit the amount of exposure given. But at no time should the preferences or taste of a particular group be permitted to dictate to the entire community.

INDIVIDUAL PROGRAMS

NEWS. Clearly news is of special interest and importance. Without it in sufficient quantity and quality no audience, however devoted, would be able to withstand the hard=sell of the commercial

networks. Returning to a previously noted distinction, news for public radio based in patch-work programming is thought of as news "in depth" - a supplement to commercial newscasts, explaining and commenting upon them. Comprehensive programming, however, would include all, but only, significant news drawn from a variety of sources - international, national, and local (if of national interest), and presented in such a way as to preserve and develop its significance. Voyeurism would be avoided at all costs. A high standard of journalism would be essential to such presentation, interpretation as such being both limited and identifiable.

This is not to say that incisive interpretation and commentary (both serious and satirical) are less essential: without these, a diet of continuous significant news would be disagreeable.

News might also include coverage of national and international debates at times of especial public interest in them. It would also be the responsibility of local program control in these areas (at the UN, in Congress etc.) to extend coverage to include all material of public importance, thus illuminating many hitherto unnoticed yet vital fields of human affairs.

PUBLIC AFFAIRS. All too often thought of by the younger listener as a variety of "Kulture", public affairs programs might emphasise the humanity of it all and bring to the programming as a whole long needed perspectives without which news itself has no meaning. Essential though information is as an ingredient, it is hard and knobbly stuff and needs much preparation and careful serving.

When an actuality interview, for example, seeks information from its interviewee, it is wasting time. The facts are better dealt with by the interviewer himself, who permits the guest to supply the more interesting "hows" and "whys".

Art can also be treated as a form of social protestation, just as can some drama. With audience participation by way of telephone open-lines following a play on current or controversial themes, the creative processes can continue with increasing effect and interest.

National open-line programs with skilled moderators and guests in disagreement in different locations has been found to be most effective in Canada. If questions are telephoned in from across the nation, the effect would be immediately compelling and at once indicative of the national character of the public service. Such a hook-up round the world, during the early morning hours, would provide an even more fascinating perspective. In fact, substantial program material originating in other countries such as Russia or Africa, might also, if prepared for the American audience, serve to awaken the public to its broader role as part of humanity. For similar reasons, interviews conducted by personalities might originate, or at least be recorded, on location either at home or abroad.

Consumer-oriented programs, too, would serve a useful purpose. Packaged as Features or Featurettes, such subjects as "Car Safety", "Air Pollution", "Discount Houses", even "Stocks and Shares", and similar topical subjects would help enlarge the field of public affairs beyond academic interests.

Since more formal education is a kind of consumer item, Schools, Universities and Colleges might occasionally be linked for cross-country "Teach-Ins".

SPOKEN WORD IN GENERAL (TALKS,GAMES, CLASSES, LITERATURE) One ingredient said to be missing from American radio is "good,

"intelligent, well-presented, spoken word" such as produced tal ks on a variety of subjects, such as cooking, exploring, psychiatry, sport, film-making, shop-talk of all kinds; conversations between experts upon current topics; discussions with interested listeners on questions of public importance and concern, such as "What is wrong with the police, hotels, air-lines, etc?"

Spoken word includes so much, from speech and foreign language classes to games such as "My Word" (BBC) where an expert panel enjoy themselves at each others expense, trying to invent explanations for well-known proverbs etc., or "Guess the Voices/ Tunes/Titles", or "Your Verdict" in which legal experts are presented with an imagenery case for solution and the audience is left to play jury.

Almost the entire world of literature is open to radio in one way of another, from plays - especially those written for radio, to "Book at Bedtime", when a classic may be read in instalments by a celebrity, and Poetry read by, or in company with, the Poets themselves both celebrated and actually discovered by the stations. The listening audience might usefully be invited to participate in evaluating such performances, discussing them with the authors by telephone and even, in the case of dramatic productions, being invited to add to or improve.

Criticism of performed arts, books, films etc. across the nation is also esssential. The critics, if well selected, might even be invited to deal with national magazines, televison programs, as well as the programs of public radio itself. Such material could also be built into magazine programs on, say, generally released movies of the week (where sound-track would be included)

or a telephone call-in illustrated by excerpts from a well-known show.

MUSIC,(INCLUDING RADIO-PHONICS) It might be thought, as before, that because commercial broadcasting includes so much music of certain kinds, public radio should provide only what is not being broadcast, such as electronic concertos and 12-tone compositions of Stockhausen. Or even simply supplement classical music broadcasts from "high class" stations. However, public radio, if it is to hold and maintain its listeners, cannot afford constantly to neglect certain kinds of music in favor of others without appearing to take a judgemental position, and unnecessarilly alienating an increasing number of future and potential listeners. Certainly much pop music might be incorporated into the styling of certain programs at certain times. There is even increasing evidence that pop music itself is returning to or discovering themes not far removed from classical and oriental originals. And, despite the apparent continous need for background music, short, interesting, produced programs on musical ~~themes~~ subjects are often very acceptable. The advent of the talkative DJ strongly suggests that continuous music is now no longer enough, even for the addict.

Produced programs might also include Musical link-ups between countries; illustrated life-stories of celebrated composers/musicians; Music by places of performance; Songs and Recitals; Musical Magazines presenting a variety of new recordings with interviews, criticism and audience requests; classes in music-making by Celebrities.

There should also be more formal concert programs, perhaps originating abroad as a straight concert or more varied Festival, either live or produced. There are also many set "occasions" when

music is both the dominating ingredient and illustrates or decorates an event, such as Human Rights Day etc. The location and commentary for such performances would also serve to keep the music blocks of similar consistency to the rest of the day's programming, ie. breaking them up to prevent aural fatigue. The existence of live audiences for such conerts also increases a sense of participation which radio dan tellingly foster.

This is not to say that Electronics should be retained for fill. Both new musical compositions of all kinds and electronic workshop techniques can very usefully spice up the day's fare. As often, however, it is not sufficient to perform such works without any explanation, and preferably they should be built into an already existing "loose box" or magazine where they can play their part in creating a good radio program. Because many understand and appreciate them only with difficulty, they cannot be expected to stand alone.

A Radio-phonic workshop might be useful so as to be available to make all the new kinds of sound being discovered; to enable the production of feature programs utilizing such sounds; and to have available such sounds for dramatic production. Such a workshop would re-pay itself in terms of audience interest.

FEATURES & DRAMATIZATION Radio is more capable of creating than is television, and comparitively cheaply, because its most powerful resource is the listeners' own imagination which automatically comes into play to make sense of what is heard.

However, this imagination needs assistance, or inspiration. Programs presenting history of all kinds - national, scientific, cultural,-can do so in various ways. The subject might be dramatised, or presented in a suggestibly dramatic form complete with music and sound effects.

Research is, of course, of prime importance here. Indeed, an entire research team would seem to be an essential component of any effective radio station/network.

The programs presented in this way need not be complicated productions, since the listener does much of the work for himself, especially the modern listener. The Dialogues of Plato, for example, if adapted for radio (as all such works must be, radio being an art-form with its own integrity), or the Life Story of the Ant, can be fascinating material, giving the entire broadcast day a fillip by their sheer vivacity and audience participation. Such programs might take the listener back into the 1920s, far into Outer Space, or beside the Amazon River.

SPORTS,PASTIMES,CHILDREN & HOUSEWIVES. It would conceivably be one responsibility of public radio to acquaint its audience with the enormous variety of sports besides the Ball Game and Football. These latter would need to be covered, but features and magazine programs would be suitable vehicles for coverage of other sports such as Dominoes, Lacrosse, Fishing, Chess etc. interspersed with items for Philatelists, Apiarists, Dog Fanciers, each of which groups are of general interest when kept in its place and not permitted to spill over into a third minute.

There might also usefully be programs designed specifically for mothers and children, but care should be taken that the

general programming format does not lose coherence and continuity. Motherhood being a national virtue, however, what interests mothers would conceivably interest everyone.

In general, it would be wise not to identify special groups such as housewives, teenagers, the elderly, but let the program material speak for itself.

CONCLUSION

The American situation is unique. Nowhere else is such variety both available and insisted upon. The programming for Public Radio, if it is to survive, must reflect this.

But such is the mesmeric effect of commercial broadcasting, that only careful preparation, energetic production and authoritative presentation will manage to win and hold a national audience. Once recognised as a responsible and sympathetic vehicle for material of public interest and enjoyment (never let it be said that public radio ought not to entertain), the success of a new sound will undoubtedly be assured.

Despite the fact that the supreme quality of BBC production methods remains to be matched, it would be foolish to attempt exact reduplication of the British experience. The British Broadcasting Corporation has four channels and a captive, fee-paying, audience.

The Canadian situation is more capable of mutual exploration with our own, yet even here there remains no doubt that the problems and forces encountered within our turbulent amalgam must be handled with new techniques of our own devising. Then, through realistic programming, American Public Radio could not only build for itself a viable image within the American consciousness, but also, through national, and international, involvement, bring into focus and define a new creative experience for our time.

Bernard Mayes

Corporation for Public Broadcasting
545 Madison Avenue
New York, N. Y. 10022
(212) 688-6400

October 29, 1968

RECEIVED
OCT 31 1968
NATL EDUCATIONAL RADIO

Directors
Frank Pace, Jr.
Chairman of the Board
James R. Killian, Jr.
Vice Chairman of the Board
Joseph A. Beirne
Robert S. Benjamin
Roscoe C. Carroll
Milton S. Eisenhower
Michael A. Gammino, Jr.
Saul Haas
Oveta Culp Hobby
Joseph D. Hughes
Erich Leinsdorf
John D. Rockefeller 3rd
Carl E. Sanders
Frank E. Schooley
Jack Valenti

Reply to:
602 Gladstone
Pullman, WA
99163

Mr. Robert A. Mott, Director
National Educational Radio
1346 Connecticut Avenue N.W.
Washington, D.C. 20036

Dear Bob:

My exploration of the Northwestern College Stations leads me to the conclusion that their headquarters are in Minneapolis at 50 Willow Street (55403). Therefore, the listing you have in the copy for your directory for KNWS-AM-FM showing this address is incorrect. The zip code for Waterloo, Iowa, is 50702.

In the Broadcasting Yearbook, I observe that Cornelius Keur appears to be the official in charge of radio for several stations which are operated non-commercially for Northwestern.

In addition to KTIS-AM-FM (Minneapolis), KNWC (Sioux Falls, S. Dakota - CP), and KNWS-AM-FM (Waterloo, Iowa), Northwestern was listed in Broadcasting Yearbook as licensee of KFNW-AM-FM in Fargo, North Dakota. These latter two stations are not included in your copy.

Cordially yours,

Allen Miller
Consultant, Radio Committee

am:m

October 25, 1968

Mr. Richard Cavell
Business Manager
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York

Dear Mr. Cavell:

Enclosed are a list of expenses incurred in connection with the Conference on Public Radio held October 22-24 at the Motel on the Mountain, Suffern, New York.

Available receipts are attached.

Reimbursement should be made directly to the undersigned.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosures

Expenses incurred in connection with the Conference on Public Radio, October 22-24, at the Motel on the Mountain, Suffern, New York

Private vehicle: 36 miles @ .10 per mile	$ 3.60
Taxicab Fare	
(La Guardia to Ford Foundation) (National, Washington, D. C. to residence)	$12.85
Gratuities	$ 1.50
Air Fare from Washington, D. C. to New York and return	$36.00
TOTAL	$53.95

Sam Holt Cindy Landreth

10.16/68

My apologies for taking much longer than promised to get some information to you on TV penetration. Enclosed are several pages Xeroxed from Television Factbook, which will supply you with some very general information in this area. This is not our book, therefore, I could not mail it directly to you. You should be able to obtain a copy in any library. I suggest this because it also contains comprehensive listings of Television Households by States and Counties in addition to a multitude of other information that might concern you. Hope this will be useful ... if not too late.

In much haste, warmest regards, and "hello" to Vin

Corporation for Public Broadcasting
Suite 630
1250 Connecticut Avenue, N. W.
Washington, D. C. 20036
(202) 223-2228-9

16 October 1968

For your information there is attached a copy of the comments of the Corporation for Public Broadcasting filed today with the Federal Communications Commission relating to its proposed rule concerning free or reduced rate interconnection service for non-commercial educational broadcasting.

Ward B. Chamberlin

Ward B. Chamberlin

WBC:d
Attachment/

Before the

FEDERAL COMMUNICATIONS COMMISSION

Washington, D. C. 20054

In the Matter of)	
)	
Free or Reduced Rate Interconnection)	Docket No. 18316
Service for Non-commercial Educational)	
Broadcasting)	

COMMENTS OF THE CORPORATION FOR PUBLIC BROADCASTING

Corporation for Public Broadcasting
545 Madison Avenue
New York, New York 10022

October 16, 1968

COMMENTS OF THE CORPORATION
FOR PUBLIC BROADCASTING

The Corporation for Public Broadcasting (hereinafter "the Corporation") herewith submits the following comments in response to the Commission's Notice of Proposed Rule Making adopted on September 5, 1968.

The creation of the Corporation for Public Broadcasting was recommended by the Carnegie Commission on Educational Television and authorized by Congress in the Public Broadcasting Act of 1967. Congress declared in that Act that the Corporation was to be created because "it is in the public interest to encourage the growth and development of non-commercial radio and television." In order to further this public interest, Congress directed that one of the Corporation's purposes would be to assist in the establishment and development of interconnection systems to be used for the distribution of educational television or radio programs.

Interconnection is essential to the future of non-commercial broadcasting. Without interconnection on a regular, dependable basis the goals of the Congress in establishing the Corporation for Public Broadcasting will never be fully realized and public broadcasters will be unable to provide a real alternative to the viewers and listeners of the United States. The Corporation has frequently pointed out the reasons why interconnection is needed by public broadcasters. These include:

-- to provide timely public affairs programs;

-- to treat vital issues when they arise;

-- to provide the most efficient means of public broadcast program distribution to users;

-- to relieve receiving stations of the expensive burden of handling and playing back tape of recorded programs;

-- to free local personnel for local productions;

-- to provide preview service which is of great importance to the local stations;

-- to provide improved press and hence public awareness of forthcoming programs;

-- to provide a broader stage and hence an added incentive for producers, performers and writers.

Public broadcasting without interconnection, particularly in key broadcasting hours, will not approach its potential as a servant of the public interest, and will operate at a severe handicap in its efforts to present more meaningful programming.

Free or Reduced Rates

The most important single tool which Congress gave to public broadcasting to aid it in the development of these needed interconnection services is new section 396 (h) of the Communications Act of 1934 which authorizes free or reduced rate interconnection services for non-commercial television and radio. This provision was recommended by the Carnegie Commission. It is necessary to free the carriers from possible legal limitations

on rate differentials and thus to help the public broadcasters to obtain interconnection services which they have been unable to afford at conventional rates. While section 396 (h) is couched in permissive terms it is abundantly clear from the fact that this provision was included and from its legislative history that Congress contemplated that free or reduced rates would be forthcoming for non-commercial broadcasting.

Congress specifically provided in Section 396 (h) that the Commission shall prescribe rules and regulations for the rendering of free or reduced rates for non-commercial broadcasting. The Commission's initial step in assuming its responsibilities under this section was to initiate a conference in May of 1968 attended by common carriers and public broadcasting interests to begin exploration of the impact of section 396 (h). This conference has led to direct discussions between AT&T and the Corporation and other public broadcasting rrepresentatives. Each step of these discussions is being reported to the Commission's staff. In these discussions there have been some indications that AT&T recognizes the compelling public interest factors which dictate the need for reduced rate interconnection. However, the negotiations are not yet concluded and it is too early to state with certainty whether AT&T's latest proposal for providing "occasional" service during two hours of prime time several evenings a week at reduced rates is adequate in terms of dependability and quality of service as well as cost

to constitute a real step toward meeting the intent of the Congress under the public interest.

The Corporation is hopeful that these negotiations will lead to an arrangement which will allow public broadcasting to begin interconnected programming at much less onerous rates. Whatever arrangements result from these negotiations, they are understood to be interim measures. For public broadcasting to achieve the role contemplated by the Congress it is necessary that free or substantially reduced rate service soon be made available regularly during prime broadcasting hours as well as other hours. The Corporation is presently awaiting the results of AT&T estimates of what service of eight hours per day in prime time seven days a week would cost, at normal AT&T rates, and what, if any, additional facilities might need to be constructed. With these facts in hand, together with the information provided by the operation of the proposed rule, the Corporation with other representatives of public television will set forth to the common carriers and the Commission its proposal for a rate structure which would enable public broadcasting to fulfill its responsibilities.

The Proposed Rule

While the ultimate decision as to what services shall be required and how the cost will be borne will require the consideration and resolution of numerous complex questions, the Corporation regards the presently proposed rule as a useful step, beginning this process.

As we view the intent and operation of the proposed rule, it is essentially a reporting system which will provide the Commission and all interested parties with meaningful data which will aid greatly in understanding the interconnection problem.

To accomplish this purpose fully we would suggest that certain changes be made in the proposed rule. If the rule is to enable the Commission to gather detailed information to facilitate the decision making process, it is essential that reports be sufficiently frequent and detailed to insure that the Commission will receive a prompt and precise view of events. Towards this end, we would make the following specific recommendations: (1) the rule should be expanded to require a report every sixty days on all pending requests for service; (2) the rule should require immediate notice to the Commission of the denial of any requests for service; and (3) the reporting that is presently contemplated by the proposed rule should be on a quarterly rather than bi-annual basis. Accordingly, we would urge that the rule as presently proposed be issued in a final form substantially similar to the draft rule put forward in the Comments of the Ford Foundation filed in this proceeding.

The Notice describes the proposal of this rule as an "initial step" in the process of establishing what further rules and regulations are appropriate and desirable. The

Corporation welcomes this expression of intent and urges the Commission to emphasize, upon the final issuance of this rule its preliminary character, the fact that the Commission in no way considers the promulgation of this rule to be the performance of its much greater responsibilities under the Act and the public interest, and that after a proper period of experimentation with this rule in effect, the Commission will address directly the problem of free or reduced rates for interconnection for public broadcasting.

Respectfully submitted,

CORPORATION FOR PUBLIC
BROADCASTING

By Frank Pace Jr.
Frank Pace, Jr.

NAEB

National Educational Radio

A DIVISION OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue N.W. Washington D.C. 20036 Telephone 667-6000

EXECUTIVE DIRECTOR
ROBERT A. MOTT

October 11, 1968

MEMORANDUM:

TO: NER Station Managers

FROM: Robert A. Mott, Executive Director, National Educational Radio

SUBJECT: CPB Questionnaire on Public Radio

This memo will alert you to a questionnaire that you will receive in the next few days (on or about October 18) that is of vital importance to all NER member stations.

The questionnaire is part of a short range study being made by the Corporation for Public Broadcasting. Through its consultant, Allen Miller, the Corporation is analyzing and evaluating the current state of educational and public radio broadcasting.

It is expected that major Corporation decisions relating to public radio will be made from the questionnaire you will complete.

Please answer the questionnaire and return it prior to the deadline November 1.

Note: Do NOT mail the questionnaire to NAEB/NER. Send it to:

Allen Miller
Consultant, Radio Committee
Corporation for Public Broadcasting
602 Gladstone Street
Pullman, Washington 99163

Questions regarding the CPB survey should be directed to Mr. Miller. The purpose of this memo is to alert you to the study and to urge your cooperation in completing and returning the document.

We are aware that you are flooded with questionnaires but must re-emphasize that the CPB inquiry is of special import. The results will help educational radio in general but the long range benefits should accrue to individual radio stations. It is to your advantage to respond.

Thanks in advance for your help.

October 8, 1968

Mr. Robert D. B. Carlisle
Consultant
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York 10022

Dear Bob:

It was good to meet with you and Bob Swezey last week. I trust the information made available to you is of value. Let me know if there is more I can do.

We are currently developing estimates on the cost of the proposed move of the National Educational Radio Network facilities from Urbana, Illinois to Washington, D. C. When available, I will advise you.

A copy of the proposal submitted by NAEB/NER to the Ampex Corporation is enclosed. Currently, this document is being reviewed by personnel at Ampex. The proposal is for your information. It is important to note, I think, that both broadcast and non-broadcast utilization is envisioned for the National Audio Center -- should it come into being.

Finally, a list of educational radio stations with production facilities and competent staff is attached. The list is not all inclusive. There undoubtedly are others with equal competence with which I am not familiar.

I have contacted Hartford Gunn for the audition tape on the drama series and will react to it as soon as practicable.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosures
cc: Robert Swezey

October 10, 1968

Mr. Allen Miller
602 Gladstone Street
Pullman, Washington 99163

Dear Allen:

We have reviewed the listings of educational stations and find that WRUF-FM, Gainesville, Florida and WHCU-AM-FM, Ithaca, New York are not educational stations even though licensed to educational institutions.

WHAZ, Troy, New York, is, according to our records and those of the FCC, a non-commercial station though it does share time with two commercial stations.

Thanks for raising the question.

Sincerely,

Robert A. Mott

RAM:lkl

NOTES FOR AGENDA OF CONFERENCE

The deliberations of the conference might be broken down into three specific problem areas, keyed to the following general questions:

I. What should be the role of public radio?

II. Where in relation to this ideal role does public radio stand today?

III. What should be the role of the CPB in public radio?

An analysis of these questions should give some specific form to the conference.

I. WHAT SHOULD BE THE ROLE OF PUBLIC RADIO?

This is the crucial question for the medium, for it is the one which reflects the philosophical orientation which the medium should take. In turn, the larger question can be broken down into component questions:

A. How important a role should public radio try to play in the American scheme of radio broadcasting? Should it seek to enlarge its role in radio, or should it be content to remain a relatively minor part of the medium? The answer to this question will determine much else that is attempted.

B. What should be the scope of public radio? Should it seek to provide a new national radio vehicle, or should it join commercial radio as a primarily local medium, responding to local needs and communities? The role, types, and aims of interconnection are vital to any planning for the public medium in long-range thinking.

C. What programming content should public radio aim to develop? Should it seek to work from the same basic programming format as that

of most commercial radio, should it continue to specialize in "cultural" programming, aimed at "class" audiences, or should it seek new directions or balances?

D. At which audiences should public radio aim? Should it seek out specific audiences (as the "sound" of a commercial station is so often designed to find) or continue to program a more general sort of program for what is presumed to be a particularly literate audience? Should the audiences sought tend to be still from some presumably more culture-oriented segment of the population, or should more effort be made to reach audiences of a less advanced educational background? Should, in other words, the medium reach more into broad-based education for the audience and less for "cultural enrichment"? If so, what does this mean in terms of styles of promotion and programming to be undertaken?

E. What should be the role of such functions as student training in the broad picture of public radio? And of instructional programming? Essentially, how much should public radio concern itself with formal instruction, on either side of the microphone? Where should carrier-current stations fit in the picture? Might they be used to absorb some training functions? What kinds of interrelationships between public and carrier-current stations ought to be established?

Given some answers to these questions, the second major question arises.

II. WHERE IN RELATION TO THIS IDEAL ROLE DOES PUBLIC RADIO STAND TODAY?

The answer to this question is the basic purpose of the Public

Radio Study. But the shape of its search for that answer will be in part determined by the results of the conference's coming to terms with the foregoing questions. Within this general question, however, some things can be used as the basis for future questioning:

A. What is the extent of public radio coverage in the country today?

B. Can any clear idea be gained of the audience of current public radio? If so, can audience figures give any indication to relative success of types of station formats or programming? Can better measurement techniques be devised, or new methods instituted, which might be of use in public radio?

C. Of the current problems facing public radio, which are easily remediable? Are they generally based upon problems of funding, or do some go much beyond?

D. What categories can be devised for rating stations by programming, reach, or impact? Do such categories tell us anything about types of stations and the success which they have had?

E. What does the limited current work in interconnection tell us about the stations themselves, or about the future impact of interconnection? Is any basic trend for interconnection efforts indicated?

F. What can the situation of specific communities tell us about relative patterns of success or impact for public radio? Do the community patterns indicate further anything about the relationships between public radio and TV?

Finally, in working with the problems of public radio, there comes the crucial question about the newest component in the public radio system:

III. WHAT SHOULD BE THE ROLE OF THE C.P.B. IN PUBLIC RADIO?

It can be said that there are several components to to the public radio system: (1) the individual station; (2) the FCC; (3) the major fund donors; (4) organizations dealing with problems larger than the individual problem (such as NER); (5) the audience; and, at least potentially (6) international broadcasters with which the American public system might be interconnected or with which it might exchange services on a regular basis. Within this framework, and in light of its responsibilities in the field of public TV, there is one overriding question: What should be the relationship of the CPB with each component?

1) With the individual station: how much should the Corporation seek to develop fixed relationships with individual stations, or categories of stations, and how much should this relationship be channeled through organizations between the two, or to individual stations on an ad hoc basis? Should the CPB seek to provide permanent services to stations, or encourage the development of such elsewhere?

2) The FCC: To what extent should the Corporation seek to become advocate for changes in regulations which it might seek? How directly should it choose to coordinate with the Commission its efforts in certain directions which might bear on regulatory attitudes? And, beyond the Commission, to what extent should the Corporation

seek to establish and maintain effective relations with Congress on behalf of public radio? As in the case of the stations, the basic issue becomes one of the direct or indirect role which the CPB takes.

3) Major fund donors, such as the Ford Foundation: should the Corporation seek to establish guidelines and categories which might be useful to the fund givers? Or should it adopt itself a role like that traditionally played by these institutions and support individual projects and station plans on an individual basis? Should any liaison be established and maintained between the Corporation and these major sources of funds?

4) Organizations: To what extent should the Corporation encourage organization among the stations? Should it seek greater centralization of the sources of leadership, or encourage greater autonomy of operation on the part of the local stations? Should any efforts at interconnection be undertaken on a general basis, or should regional interconnections such as the EERN or the Wisconsin State system be encouraged? As in the case of the relationships with the individual stations, the FCC and Congress, the Corporation's attitude toward and support for the potential roles of other organizations in the medium could prove of decisive importance in the long run.

5) The audience: What should the CPB do about the audience of the medium? Should it, through central assistance to stations of a certain type, through promotion and audience measurement, through support for programming efforts in certain directions, and through support for certain schemes of interconnection, attempt to influence

on a national scale the nature and composition of the audience for public radio? Should it become the central clearing house for types of radio research which could be used by commercial radio as well as non-commercial?

6) International broadcasting agencies: What attempt should the CPB make to become the contact for American public radio with that in foreign countries? What might such a decision do in terms of domestic policy in programming, promotion, or interconnection? What has the experience of the other national English-language broadcasters indicated in terms of the value of interconnection, exchange of programs, relevance of national experience, or possibilities for future cooperation? What are the long-range needs for an American representative on bodies of regulation and study?

These relationships, based upon the previous decisions involved in the earlier basic questions about public radio, should plot a great deal of the immediate direction in which the Corporation should move. A discussion of them, and the development of relevant information about the questions, should make the conference valuable not only to this study, but also to the future of the CPB and the medium of public radio as a whole.

SUGGESTIONS FOR ACTION PROGRAMS

The following are some suggestions for immediate action programs which the Ford Foundation might undertake in the field of non-commercial radio, with or without the cooperation of the Corporation for Public Broadcasting or other agencies. These suggestions have

been suggested by early research of the Public Radio Study.

I. A project, undertaken by a professional opinion research firm, aimed at developing a low-cost audience measurement technique for public radio. Such a pilot project, using students and the departmental research and programming facilities available at most universities, might make available to far more stations than at present, the chances of determining audience needs and responses. If some technique could be outlined in some detail, a technique using readily available facilities for the sample development and polling work, it would make available to even relatively low-budgeted stations the kind of information about its audience which could make for much improved programming effectiveness.

II. A pilot project, in which the Foundation would explore the establishing and funding of community ten watt stations. These stations, now relatively easy to put on the air, could provide a new and powerful dimension to local programming. If licensed to responsible agencies in low-income neighborhoods, to non-English and ethnic communities, these stations might provide vital services to the neighborhood or community. Useful local information and service programming could be instituted. Job training in areas related to broadcasting could be undertaken, at a level likely to produce more direct results than that undertaken in many programs at formal educational licensees. And, when many college stations see as one of their functions helping to provide an institutional bond for diverse student bodies, such stations could provide useful centers

of community activity and pride in the same ways as the stations in an academic community. If the Foundation could provide help in starting the stations, and some guidance in the early stages, local funding might prove relatively easy to develop as the station began to prove its worth to the community.

III. A program, perhaps modeled after some aspects of the Niemann Fellowship program at Harvard, in which the Foundation would pay the salaries (or salary differentials) for news and public affairs personnel to help institute and organize such programming on public stations in a community. Many such personnel would likely enjoy the challenge, and at least a certain number of local commercial stations would likely cooperate in granting short leaves of absence to talent who would use their experience and skill to develop the public affairs resources of the community. Such a program might prove a quick, and relatively inexpensive, way to expand the role of the local public radio station in its community.

IV. Funding for the repair or replacement of the tape reproduction equipment used by the NERN, currently the chief interconnection available to many public radio stations. Another possibility might be the construction of one or more inexpensive production facilities for NER or other agencies designed to produce currently interesting tapes for distribution. Facilities, if only a control room and studio, would be useful in one or more of such ready program sources as Boston,

New York, Washington, and Los Angeles. The availability of such facilities might do much to encourage the development of local programming resources.

V. The development of a program service. . .perhaps like those of the wire services. . .which would provide reports and actualities to participating stations at a low cost. The availabilities might include relatively current tape segment mailed out as well as contemporary sounding report and actuality material made available to stations by telephone. Such a service would offer currently limited stations the chance to program good news and information programming and to do it within current or currently developing program formats. It could borrow from other national broadcasting facilities, from commercial sources where available, and from its own productions, to offer a new dimension in programming to currently fund-poor stations. And it could do so while leaving great flexibility of program choice and production styling to the individual station.

VI. A program for developing new series of information or public service programming which would be offered to stations. Examples might be short, perhaps two-to-five minutes; features on science or books on religion or even sports, done in an interesting and contemporary manner. Combined with other programs, like an international press digest, they could offer yet another program source to public radio. The overall impact might be relatively low, however, unless promotional efforts were undertaken along with the production.

ALLEN MILLER 602 GLADSTONE STREET PULLMAN, WASHINGTON 99163

October 7, 1968

Mr. Robert A. Mott, Director
National Educational Radio
1346 Connecticut Ave., N.W.
Washington, D.C., 20036

Dear Bob:

Your idea of sending proof for the 1969 NAEB directory of educational broadcasting is an excellent one from my point of view. The timing of the directory is quite fortuitous.

NER could be of very material added assistance. I believe that a letter from you telling your members of the importance to CPB of the information sought in the questionnaire and of their responding promptly would be effective in both increasing the number of responses and in getting them back in time for quick tabulation before the CPB Board meeting on November 20th.

I hope you will circularize your members promptly. The questionnaires will be ready by Wednesday. The letter of transmittal is ready also, waiting only for a count of the number required before duplication. As soon as these are run, I will see that you have copies of each.

Cordially yours,

am:m
cc: Saul Haas

P.S. I am wondering whether some of the stations included in the directory are non-commercial in operation. Specifically, I raise questions regarding WRUF-FM, Gainesville, Fla., WHCU and WHCU-FM, Ithaca, N.Y., and WHAZ in Troy, N.Y.

October 3, 1968

Mr. Allen Miller
602 Gladstone Street
Pullman, Washington 99163

Dear Allen:

In a few days you'll receive the material you requested in your September 29 letter. Rather than send you a 1968 directory, you'll receive proof for the 1969 directory. It will be up-to-date including a perusal of the FCC files on educational radio stations.

I know you are in a hurry but we'll have the proof in a day or two and will send it airmail. Hope you agree the brief delay will be offset by the merits of an up-to-the-minute mailing list.

Delighted to learn you will attend the October 22-24 meeting. Look forward to seeing you there.

Sincerely,

Robert A. Mott

RAM:lkl

AŁLEN MILLER 602 GLADSTONE STREET PULLMAN, WASHINGTON 99163

September 29, 1968

Mr. Robert A. Mott, Director
National Educational Radio
1346 Connecticut Avenue N.W.
Washington, D. C. 20036

Dear Bob:

Burt Harrison tells me that you have copies of a 1968 Directory and Yearbook of Educational Broadcasting which would be an excellent source to use in addressing correspondence to non-commercial educational and public radio station licensees. Would you please send me one, billing me at my home address, if charges are considered proper for CPB.

Having received a phoned invitation from Richard Catalano to attend a meeting near New York City on educational radio research at sessions scheduled for October 22-24, inclusive, I anticipate seeing you again shortly.

Cordially yours,

am:m

ALLEN MILLER 602 GLADSTONE STREET PULLMAN, WASHINGTON 99163

October 2, 1968

Mr. Robert D. Swezey, Secretary-Treasurer
Corporation for Public Broadcasting
1250 Connecticut Avenue N. W. - Suite 630
Washington, D. C. 20036

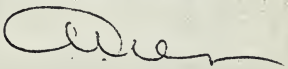
Dear Bob:

Enclosed is a copy of the draft proposal of a questionnaire. In fact, three are proposed. The AM form which is given in detail. Very minor variations in it are contemplated for the FM form. This questionnaire would go to all FMs except the 10 watters.

Similar information will be sought from them but without reference to FCC forms. I anticipate the smallest percentage of response from them and the least significance in their answers.

Also enclosed is the proposed letter of transmittal. As I said on the phone, I hope for a tabulation of results with some relevant comments for the November meeting of the CPB Board.

Cordially yours,



am:m
encls (2)

(Draft of letter of transmittal for CPB letterhead)

September 29, 1968

602 Gladstone St.
Pullman, WA 99163

Mr. _____ _____
Radio Station _____
(Street Address) _____
_____, _____, _____
(City) (State) (Zip)

Dear Mr._____:

The Corporation for Public Broadcasting is in the process of analyzing and evaluating the current state of educational and public radio broadcasting in the United States as reflected by the non-commercial licensees engaged in these endeavors. The Radio Committee of CPB considers this a necessary prelude to its establishment of criteria by which to provide the public with a maximum increase in service by such licensees. In view of the importance of these objectives and the great assistance which CPB expects to provide to this field of endeavor in broadcasting, I hope you will take the time to respond to the enclosed questionnaire fully and promptly.

The Corporation recognizes the confidental nature of some of the information requested. You are assured that none of the facts you furnish will be made available to the public in a manner which will identify them with your operation.

In addition to filling in the questionnaire, will you also please enclose copies of the program log sheets for the week last submitted to the FCC in conjunction with your application for a license or for its renewal.

Please return your completed questionnaire and accompanying log sheets to me as soon as possible.

Sincerely yours,

Allen Miller
Consultant, Radio Committee
Corporation for Public
Broadcasting

am:m

(Draft of Questionnaire for A.M. licensees)

SURVEY OF NON-COMMERCIAL A.M. AND PUBLIC RADIO LICENSEES

Station_____ City_____ State_____
(Enter call letters) (Zip)

Licensee_____

Frequency_____kc. Power in kw. Night_____ Day_____

Date of initial license to current licensee_____

Program Data

Please insert information listed on FCC Form 342 Section IV for non-commercial AM-FM-TV licensees in your most recent request for license or renewal of license. If significant changes in programing have been made subsequently or are now contemplated, please add a supplementary report with similar data listed and an explanation of the reasons for change.

1(b) State for the week submitted in 1(a) above the sign-on and sign-off time and total hours for weekdays, Saturday and Sunday.

	Weekdays	Saturday	Sunday	
Sign-on	_____	_____	_____	
Sign-off	_____	_____	_____	
Total hours on air	_____	_____	_____	Total_____

1(c) State for a full week submitted in 1(a) above the portion of the schedule obtained from the following sources (totals to equal 100%).

	Hours	Percentage
1. Local program	_____	_____
2. Record program	_____	_____
3. Network program	_____	_____
4. Other	_____	_____
Total	_____	100%

1(d) State for a full week submitted in 1(a) above the amount of time devoted to the following types of programs (totals to equal 100%).

Type of Program	Hours	Percentage
1. Instructional	_____	_____
2. General Educational	_____	_____
3. Performing Arts	_____	_____
4. Public Affairs	_____	_____
5. Light Entertainment	_____	_____
6. Other	_____	_____
Total	_____	_____

3. Will the station be affiliated with any network?

Yes_____ No_____

If "yes," give the name of the network(s).

Please describe briefly the audience(s) toward which the station's programs are directed and the basic service objectives of the operation (i.e. public school or college classroom usage, informal student listening, general public, formal or informal education, cultural program availability, entertainment, professional training). If present programing does not include informal adult educational, informational, and cultural units, please indicate whether, and to what extent, you would be willing and able to expand your hours of operation to include quality programs of this nature.

Survey of Non-Commercial and
Public Radio Licensees-3

Financial Data

Please insert information listed on FCC Form 324, as required of non commercial licensees, from your last annual financial report.

Schedule 2

Line 6 Total Broadcast Expense_____

Schedule 4 Referring to Staff Employees

Line 2 Full-time_____ Part-time_____ Total_____

Schedule 5 Tangible property owned and devoted exclusively to broadcast service by the respondent. (Column B is the only one applying to non-commercial educational).

Land and land improvements, and buildings_____

Tower and antenna system _____

Transmitter equipment _____

All other property _____

Total Cost _____

Information prepared by_____

For Station _____

Address _____
(Street)

_____, _____
(City) (State) (Zip)

Note:
The draft form for FM stations has not been duplicated. The changes are quite minor. (e.g. "Power in kw. Night____ Day____" becomes Power _____kw.)

September 27, 1968

Mr. Samuel C. O. Holt
Public Radio Study
Corporation for Public Broadcasting
1384 Massachusetts Avenue
Cambridge, Massachusetts 02138

Dear Sam:

I understand from Mr. Mott that Chicago developed into a somewhat frustrating encounter. I hope that you were able to sort out the problems by the time the sessions ended. From the tone of your recent letter, I assume that all is well now.

You are more than kind to offer to bring THE HIDDEN MEDIUM research materials to Washington. I learned yesterday, however, that Railway Express already has them in hand and they will hopefully arrive here Monday. Past experiences serving as a guide, I will be very surprised if in fact they appear. But, I expect they should have arrived by the time of your proposed trip the week of October 7. Should we run into any real shipment snags, I'll contact you before you head this way.

Glad to learn that you solved your personnel problem. We will look forward to meeting your new assistant when you get here.

I don't guarantee how well I might be able to teach both of you, but I'll make every effort possible.

We'll look forward to seeing you again soon.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

THE PUBLIC RADIO STUDY

September 25, 1968

Miss Lucinda K. Landreth
National Educational Radio
1346 Connecticut Avenue
Washington, D. C. 20036

Dear Cindy,

Thanks for your letter of the 20th. I hate to think that potential deadlines on this study dragged you into the office on a Sunday night. But I do appreciate such dedication. The medium is in good hands!

I have begun to digest some of the material which I picked up from you and I am looking forward to whatever information the program guides will give me. I am most particularly looking forward to the "Hidden Medium" data. I hope to come to Washington the week of October 7th. I shall probably drive down, and it occurred to me that I might be able to pick up the Land material on Long Island (if it is still there) and bring it to you. That is, if it is available and will fit in a small sedan. It might save shipping and handling charges and save time and expense to all concerned. Let me know if it would be helpful to you. I could time the trip down to fit that. If necessary, I could be bonded against the chance of absconded with the files and fleeing to Rio. . . . or to the commercial spies on the other side of the kilocycle curtain.

Tell Mr. Mott that I enjoyed getting a chance to see him in Chicago, that I sympathized with his wondering about having come, and especially that I would have liked to leave with him. The meeting was all I feared; I only hope that the long-range effects are what he hoped. I felt that anything I was doing could be readily coordinated with the work done by Mr. Miller or the Radio Committee; and I only hope that nothing results which will in any way weaken the Corporation or be detrimental to public radio. I do feel that everyone concerned is interested in the success of the medium; and I hope that

everything can be worked out to the satisfaction of all concerned. I feel like Daniel sent to the ante-den while the lions debate.

I have a research assistant whom I hired before I got the names from Mr. Mott. Thanks for sending them along; I'll save them incase any need arises. The assistant has no experience in broadcasting, but has qualifications which make me feel that he can learn whatever is needed for the study while he is using his other experience to the advantage of the study. I'll probably bring him to Washington with me and let you teach us both what to do. When we get down there, perhaps we can all go to lunch or dinner and the two of us can pick your brains a bit.

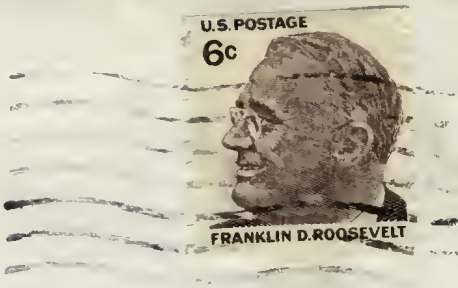
Thank you again for your help. I hope that I may call on you whenever something comes up that demands your advice, assistance, or assurance. It has so far been reassuring; and that is not be denigrated these days.

Sincerely,

Sam.

Samuel C. O Holt

Mr. Samuel C. O Holt
Public Radio Study
1384 Massachusetts Avenue
Cambridge, Massachusetts 02138



Miss Lucinda K. Landreth
National Educational Radio
1346 Connecticut Avenue
Washington, D. C. 20036

September 24, 1968

Mr. Ward B. Chamberlin
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York

Dear Ward:

It was good to meet you and talk with you last week. As you asked, I provided Bob Swezey with copies of the three radio proposals. If you seek amplification after you have reviewed the documents, please let me know. Supplementary comments may prove helpful.

We discussed the possibility of appropriate individuals from the Corporation staff participating in information sessions during the NAEB Convention in Washington in late November.

We all understand that the timetable is nebulous but I would hope that someone from the Corporation would be able to talk to a group of about 150-200 educational radio station managers. A session has been scheduled at 2:00 p.m. Friday, November 22 for this purpose.

Since the session follows Frank Pace's luncheon address to the NAEB Convention, it would be desirable to relate his general remarks to some specific information for the radio station managers.

The usual format is suggested. Prepared comments ranging from 30-40 minutes with time allowed for questions from the floor.

Just as the Corporation is learning about educational radio, station managers need to develop an understanding of the Corporation role. There is no better opportunity to reach a large group of managers than that provided by the NAEB/NER Convention.

I hope we can firm up on this.

Sincerely,

Robert A. Mott

RAM:lkl

ALLEN MILLER 602 GLADSTONE STREET PULLMAN, WASHINGTON 99163

(509) 564-6851

September 5, 1968

Mr. Robert A. Mott, Exec. Dir.
National Educational Radio
1346 Connecticut Avenue N.W.
Washington D. C. 20036

Dear Bob:

Thanks for the data on NER memberships by annual budget classes. I have used the data in less detailed form in writing to CPB. Your request that the information not be released more broadly was made quite clear.

The digest of The Hidden Medium certainly eliminated much of the fluff which appeared in the original version. I shall find the data of very limited use in aiding CPB toward the establishment of its goals and procedures.

I am glad to hear that you and Edie are enjoying your experiences in Washington. My prejudices were influenced quite strongly by weather. However, as you point out, man can now control his environment to a considerable extent most of the time.

The shakedown of the new structure is not yet complete. Actually, details have not yet been announced officially. I agree with you that information on campus may become much harder to obtain. If so, a heavy price will be paid eventually.

Generally, I am staying off the campus, catching up on much long-neglected yard work. Bobbie and I are about to leave on a trip to visit Gordon and his family in Denver. He has not received orders but expects to be shipped to Thailand or Vietnam in October. Then we will go on to Indiana to visit my father. Hopefully, my brother will be there at the same time as we are. My sister is living with my father so we may have a reunion. Not many can be anticipated with Dad approaching 95!

Anent family statistics, Gregory and Carolyn are now proud parents of a boy, Douglas Allen, as well as their three daughters. After our return from Indiana, we expect to go down to Salem to judge the new member of the clan.

Cordially yours,

Allen

am:m

September 20, 1968

Mr. Samuel Holt
Public Radio Study
Corporation for Public Broadcasting
1384 Massachusetts Avenue
Cambridge, Massachusetts 02138

Dear Sam:

Sunday night -- your deadline for completion of the NER materials which you collected while in Washington, I believe -- will probably have come and gone before you receive this letter. This is to let you know that I am sending more.

We seemed to have gotten sidetracked somewhere just as I was about to gather some sample program guides from various educational radio stations. Under separate cover I am now sending these to you.

I gave Mr. Mott several names which he was to relay to you in Chicago which you might want to track down in your search for a research assistant. Both were recommended by Mike Hobbs, NAEB Copyright lawyer formerly of the WGBH staff. If you need any further information on these individuals, you can contact Mike here.

It was good to finally meet this mysterious Mr. Holt of the CPB Radio Study. Now that we know you, we hope you will feel free to contact us anytime we can be of help to you.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

September 17, 1968

PROGRAM PROPOSALS FOR EDUCATIONAL RADIO STATIONS

Experiments with Sound

On the CBS Television program "On the Road" broadcast September 3, 1968, the narrator, Charles Kuralt concluded by saying, "You don't have to look -- you can close your eyes and listen to America."

Educational radio has been broadcasting programs for almost fifty years. Never in that time has there been money available to permit a series of uninhibited, creative experiments with the aural medium.

The claim has been made time and again that there are creative production people in educational radio but they can't "do anything" because of the insufficient financial base.

The September 9, 1968 Broadcasting magazine reports that Tony Schwartz, president of New Sounds, Inc., New York will conduct a new study for distribution to major advertisers and agencies.

The president of the sponsoring firm, H. D. Neuwirth of Metro Radio Sales, explains, "Our goal is not to show how to use sound effects but, rather how sound affects people. We feel that advertisers should know how sound affects people. We want to show what people hear and what they react to. We want to show what motivates them to buy, and we feel that the men spending money in our medium want to know these answers too."

Radio is a medium of imagination. If the creative talent exists to bring imagery of an audience into action, financial support should be provided for experimentation.

Raymond Swing suggested, "If the eye gets into the act, the mind's contribution id diluted."

The opportunity for aural experimentation in educational broadcasting should be encouraged.

Grants to individual educational radio stations (minimum of 20 and maximum of 40 grants) in amounts ranging from $3,000 to $10,000.

Grants to be made on the basis of applications for funding for experimental programming. Funding used primarily for production purposes with permission approved for equipment purchases relating directly to the experimental project. Series produced or reports submitted serve as a base for possible future grants for programs or series.

Total Budget: $132,000

Bridging the Generation Gap

A series of programs designed to determine if there is a gap or lack in communication between the younger and older generations. If the gap exists -- why? Is the lack of communication more pronounced now than it was ten, twenty, thirty or forty years ago? Why unrest among the nation's youth? What's happening on campuses today? Is youthful militancy here to stay? Is the generation gap the fault of family deterioration, the educational process, the church, or other social institutions? Young people's opinions on the draft, the use of drugs, changing sexual codes and practices. Adult opinions on the same subjects. Confrontation. Main thrust of the series is to indicate the necessity of people talking with other people -- even if some of them are over 30 -- and others under 30.

52 programs (30 minutes)

Production	$52,000	(Includes distribution to all public radio stations)
Promotion	$ 5,700	(10% of project total)
Audio Stock	$ 5,000	
	$62,700	

Essay on the Country

With rural populations decreasing and population moving to great corridors (east and west coast) of the urban United States, what's happening out there on all that vacated real estate? Why the migration from rural America? What is life really like in small town America today? Is the rural American town really dying? What are the functions of various social institutions in rural America today? Can anything be done to build population in rural and small town America? Should anything be done? The city, ghetto, the suburbs have been the subject for innumerable radio broadcasts. The pendulum should swing toward an examination of life in rural America -- the starting point for all the urban problems we're attempting the solve today.

26 programs (60 minutes)

Production	$39,000	(includes distribution to all public radio stations)
Promotion	$ 4,400	(10% of project total)
Audio Stock	$ 5,000	
	$48,400	

Law and Order -- and Justice, Too!

Are all three possible? Crisis in the Courts by Howard James, Chief, Midwest News Bureau, The Christian Science Monitor, and Crime and Publicity, (the impact of news on the administration of justice) by Alfred Friendly and Ronald Goldfarb might serve as departure points for a series of broadcasts on what is happening to the American judicial system today. Canon 35, the Billy Sol Estes verdict and the Reardon Report isolate the judicial system from public scrutiny. Unless the American public understands how and why our courts function as they do, justice, law and order may continue to be misunderstood -- and unattainable.

52 programs (30 minutes)

Production	$52,000	(includes distribution to all public radio stations)
Promotion	$ 5,700	(10% of project total)
Audio Stock	$ 5,000	
	$62,700	

September 11, 1968

MEMORANDUM

TO: Bill Harley

FROM: Bob Mott

SUBJECT: CPB's Proposed Budget for FY #1

My reactions fall into two categories. One is a response to the dollar amounts proposed. The second is a reaction to the philosophical attitude of the budget.

1. Financial (as it relates to Radio and TV production projects)

The Corporation has budgeted a total of $306,000 for four radio production projects. The Corporation has budgeted $3,295,000 for five television production projects. The ratio of appropriation is roughly 12½ to one.

Recommendation: It would be desirable to increase funds for educational radio program production.

2. Financial (as related to Joint Proposals)

R/TV A	Career Fellowships.	Acceptable
R/TV B	Management Seminars.	Acceptable
R/TV C	Publicity and Fund Raising Seminars	Acceptable
R/TV D	Research and Development	Acceptable
R/TV E	Effective Promotion of Public Broadcasting	Acceptable

Recommendation: The dollar amounts proposed by the Corporation be accepted.

Summary: It appears that the ratio between allocations for radio and TV program production is too broad. An upward adjustment is urged in the amount allocated to radio production projects.

3. Philosophical Attitude

The budget section of Radio Projects (page 8), unlike the section on TV Projects, opens with a preamble that is essentially negative. Statements such as, "Many areas are not served at all by such (radio) stations. Elsewhere, the signals are inadequate, and the stations' capabilities fall below a socially useful level."

Recommendation: No action now. Gentle persuasion later.

TV/E Special Projects (page 6) $500,000

Recommendation: NAEB supports this portion of the proposed budget but would urge that this item be placed in R/TV portion of the budget and that the projects include a 'pilot' national interconnection to allow the simultaneous broadcasting of appropriate program fare over all educational radio stations.

TV/G National Interconnection (page 7) $25,000

Recommendation: NAEB urges the Corporation to include radio in any study of nationwide interconnection. TV/G be redesignated as a joint proposal for both R/TV and the study include both media.

R/TV E Effective Promotion of Public Broadcasting

Recommendation: That the pilot project be conducted in a market in which a single licensee operates both an educational radio and TV station.

My final comment does not relate to a specific portion of the budget. I note a marked difference in the type television programs proposed and the suggested radio productions. The latter include drama, music, leterature and talk. None is exactly "fire in the belly" type programming. The TV projects are gutty in nature. They involve the TV stations in the issues of the day and hold forth the utilization of ETV as a medium for solving social problems.

Recommendation: That educational radio be given an opportunity to program in the area of social issues. None of the proposed projects should be deleted. Added program proposals are included.

PROGRAM PROPOSALS FOR EDUCATIONAL RADIO STATIONS

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Are all three possible? Crisis in the Courts by Howard James, Chief, Midwest News Bureau, The Christian Science Monitor, and Crime and Publicity, (the impact of news on the administration of justice) by Alfred Friendly and Ronald Goldfarb might serve as departure points for a series of broadcasts on what is happening to the American judicial system today. Canon 35, the Billy Sol Estes verdict and the Reardon Report isolate the judicial system from public scrutiny. Unless the American public understands how and why our courts function as they do, justice, law and order may continue to be misunderstood -- and unattainable.

September 10, 1968

Mr. Robert Swezey
Secretary-Treasurer
Corporation for Public Broadcasting
1250 Connecticut Avenue, N. W., Suite 630
Washington, D. C.

Dear Mr. Swezey:

Mr. Robert Mott, Executive Director of National Educational Radio, asked me to forward to you the enclosed copy of the NAEB Directory/Yearbook. We hope it will be useful to you.

Sincerely,

Lucinda K. Landreth
Administrative Assistant

Enclosure

September, 1968

A PROPOSAL TO ESTABLISH AND OPERATE A PUBLIC AFFAIRS BUREAU FOR EDUCATIONAL RADIO

Background

In September, 1966 The Johnson Foundation sponsored a national conference to discuss "Educational Radio as a National Resource." Seventy leaders from industry, communications media, government, the academic community, philanthropy and the arts met to discuss the development of educational radio in our increasingly complex and rapidly changing society.

The conference developed seven specific recommendations. One was that a public affairs and news bureau be established in Washington, D. C. to help establish National Educational Radio as a more effective medium in the reporting of government affairs.

Development

Through a cooperative effort involving the National Association of Educational Broadcasters and The American University a news and public affairs bureau staffed by one man was established in March 1967. The program material supplied affiliated stations included interviews with prominent leaders such as the late Senator Robert F. Kennedy, Senator Everett Dirkson, Ralph Nader, General William Westmoreland, Secretary of Agriculture Orville Freeman and others discussing a wide range of tppics of current interest. Reaction to the service was favorable. Due to a limitation of funds (both NAEB and The American University) the public affairs program series was terminated and the bureau closed on June 30, 1968.

Despite its brief life, evidence accrued that as envisioned by the conferees at the Wingspread meeting, a news and public affairs bureau for educational stations should be established and supported.

The Proposal

That the Corporation allocate funds to establish on a continuing basis a news and public affairs bureau to produce a minimum of two hours programming per week. The nature of news and public affairs being as they are, no precise format shall be established. It will be the function of the bureau to provide to radio stations in depth coverage of significant news developments in Washington, D. C. both governmental and non-governmental. The program material will be distributed via tape with duplication on the facilities of National Educational Radio in Urbana, Illinois. The bureau will be housed at WAMU-FM, the educational radio station at The American University, Washington, D. C.

Conclusion

The capability of educational radio stations to transmit news of transcendent importance as it occurs is a worthwhile goal. An interim development leading to the long range goal of a live, inter-connected educational radio network is encompassed in this proposal to establish a small public affairs bureau. The service will fill a void in programs currently available for educational radio stations. As additional funding is available the bureau can expand its services and adjust to an appropriate sophisticated means of distribution.

A proposed annual budget is attached.

September, 1968

ANNUAL BUDGET (Proposed) - NER Public Affairs Bureau

Personnel		
Bureau Chief	$10,800	
Reporter-Editor	8,400	
Traffic-Secretary	5,700	
		$24,900
Equipment (Capital Investment)		
Typewriters (3)	$ 675	
Tape Recorders (6)	3,600	
Microphones (10)	1,500	
Consoles and Mixers (2)	1,000	
Support Equipment	500	
		$ 7,275
Transportation		
Mobile Unit (Capital Investment)	$ 3,600	
Operational Costs	720	
		$ 4,320
Production and Editing		
Tape Stock	$ 1,000	
Supplies	600	
Part Time Personnel	3,000	
		$ 4,600
Operational (Office)		
Materials and Supplies	$ 600	
Telephone and Telegraph	1,200	
Postage	240	
Space Rental	1,200	
		$ 3,240
Contingency (5%)		$ 2,217
TOTAL (Washington Office)		$46,552

		Subtotal
TOTAL (Washington Office)		$46,552
Tape Duplication (Performed at NERN, Urbana, Illinois)		
Duplication and Distribution Process		
Tape Stock (2400 rolls @ $1.35)	$ 3,240	
Duplication and Distribution		
(31,200 rolls annually)		
The duplication and distribution fee includes manpower, equipment depreciation, packaging, processing, mailing to 150 stations	$15,600	
TOTAL (Urbana Office)		$18,840
PROJECT TOTAL		$65,392

Note: Equipment totaling $7,275 would be non-recurring
Mobile Unit costing $3,600 is non-recurring

August 28, 1968

Mr. Allen Miller
602 Gladstone Street
Pullman, Washington 99163

Dear Allen:

NER dues are predicated on station power, NERN charges are based on hours of program usage but NAEB assessments for educational radio stations are based on a budgetary figure.

As of August 22, 1968, NER membership totaled 148 serving 168 transmitters. According to Broadcasting magazine (which we think is possibly even more reliable than the FCC re stations on the air and in construction) there were 341 educational FM's licensed and 13 stations with construction permits on the air. In addition, there were 30 stations with construction permits. Total authorization was 384 plus 20 AM stations that are non-commercial.

The budgetary categories and number of stations in each for NAEB membership for radio stations is:

under $10,000	68
$10,000 to $24,999	33
$25,000 to $99,999	31
$100,000 to $249,999	14
$250,000 to $499,999	1
$500,000 and over	1

These are annual budget figures.

In addition, I am enclosing a copy of a digest of THE HIDDEN MEDIUM. Pages I-6 and I-7 have some budget information that was gathered late 1966 and early 1967. I believe it will be of value.

While we have no objection to releasing the data for your use in your work with CPB, I would hope that it would not be published or disseminated beyond the CPB board membership without our prior approval.

Let me know if ye can provide any further data.

A personal note. The Motts are enjoying life in the east though we've been kept busy getting settled through most of this month. The weather has been typical -- record high temperatures and exceedingly high hunidity. We were managing that in good shape until last Friday when the air conditioning went out in our apartment. (Stop smiling!) We were saved by the swimming pool through the weekend and a delightful cool front that moved in Sunday night. It was 82 yesterday and about 78 for the high Tuesday. Delightful!

I cannot visualize Warren Bishop in your role. He believes in a closed campus society and the flow of information will be curtailed. I am sorry it is happening for the university we both love will suffer.

Sincerely,

Robert A. Mott

RAM:lkl
Enclosure

ALLEN MILLER 602 GLADSTONE STREET PULLMAN, WASHINGTON 99163

August 20, 1968

Mr. Robert A. Mott,
Executive Director
National Educational Radio
1346 Connecticut Avenue N.W.
Washington D. C. 20036

Dear Bob:

In my search for information on non-commercial radio stations which the Corporation for Public Broadcasting could use in evaluating licensees, individually and combined, I have run up against a snag. I had hoped that data from the annual financial reports of non-commercial stations to the FCC might be available to an organization such as CPB although similar information on commercial stations is not a matter of public information for obvious competitive reasons. However, it appears that the non-commercial data is not available even to CPB.

Is there some evidence of the magnitude of operations of NAEB, NER or NERN members available? Are any of the dues or fees based upon size of operating budget? While this would not be as inclusive of licensees or of data, if radio members could be identified by ranges of operating budgets, the information might be very helpful in clarifying the value of a more detailed questionnaire approach.

If you have read the August KWSC Radio Bulletin, the article on your departure would leave no doubts of the presence of Burt Harrison in our midst. The style was inimitably his.

Thanks for your gracious and most kind letter. Contrary to one element in it, your leaving WSU to join NER was not against my judgment. I never double-think for another on personal decisions. My principal concern was for the effect upon the WSU training program in the simultaneous loss of the two recognized leaders in the broadcasting area.

I hope that you and Edie are enjoying Washington D.C. and its environs. There are many interesting things

to be seen and done, and you are where the pulse beat of significant events is felt most quickly and strongly. But I also hope that you will always look back upon Pullman with nostalgia.

By the way, one of the most widely known secrets in Pullman since the Board hasn't acted is that Warren Bishop is to become Vice President for University Development. He will take over and solidify my old area while retaining Physical Plant and University Planning (Keene's area) while divesting himself of the other facets of Vice President Business. The latter will be absorbed by Loren Shelton. He should become Vice President Business although I have not heard that the change is to occur.

Cordially yours,

AM:m

NEK

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE · WASHINGTON, D. C. 20036

OFFICE
OF THE PRESIDENT

July 1, 1968

Mr. Frank Pace, Jr.
Chairman of the Board
Corporation for Public Broadcasting
545 Madison Avenue
New York, New York

Dear Frank:

I read with great interest the letter from Devereux Josephs proposing that the federal government rent time from public broadcasting stations for political presentations. This is certainly an idea that is deserving of further exploration and it may have great possibilities for public broadcasting, both in terms of increased visibility and relevance as well as quid pro quo for federal support. Though there may be variations on how such a plan could be put into effect, something of this nature is desperately needed on behalf of the candidates for whom, as Mr. Josephs points out, "time has gotten out of joint."

NAEB has long taken the position of encouraging its stations to participate in a program of political education. We've said so in public hearings before the Congress and FCC, and have said so in many speeches. Certainly no other aspect of education is more fundamental to preserving the democratic process than developing an informed electorate and the costs of campaigning and the time and energy required by candidates in "whistle-stopping" across the country could be substantially reduced if they could appear before large numbers of people via the mass media.

However, it could be argued that since the station's rationale is one of providing meaningful educational experiences for their viewers, that they already have an obligation to inform the public about the qualifications of the candidates by providing for their appearance over their facilities.

It could be further argued, that since most of the stations have received public dollars for construction and, if the Corporation is funded, will receive federal money for program production and operating costs, that this provides the basis for a public obligation in return for receiving such dollars. I would agree that a certain amount of this could certainly be done and should be done, (as, indeed, it is by some educational stations) as a public contribution.

On the other hand, if the need for providing time for debates and presentation of candidates was excessive, it could create a hardship upon the stations in terms of cost, labor and disruption of schedule. Under these circumstances, it could be argued that underwriting - at least the out-of-pocket costs of such political presentations - might well be a responsible obligation of the federal government.

At any rate, I do think Mr. Josephs' proposal has considerable merit and we would be happy to discuss it further.

Sincerely yours,

William G. Harley

WGH:mab

cc: Chalmers Marquis
Robert Mott

NAEB NEWS

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 Connecticut Avenue, N. W. Washington, D. C. 20036 Phone 667-6000 (Area Code 202)

FOR IMMEDIATE RELEASE

Washington, D. C., February 19 ... William G. Harley, president of the National Association of Educational Broadcasters, today praised President Johnson for his "outstanding job of selecting a board of distinguished and public spirited citizens to comprise the Board of Directors of the Corporation for Public Broadcasting." Announcement of the full board was made by President Johnson yesterday.

"These people, each prestigious in his own right, provide a broad representation of the various regions of the country, various professional and occupational segments of our society and various areas of experience appropriate to the discharge of this important responsibility," Mr. Harley said.

The NAEB executive noted that he was particularly pleased with the selection of Frank Pace, Jr. as Chairman. "Mr. Pace has a distinguished record of achievement in government and industry. He is at home in the meeting places of Congressional committees as in the board rooms of corporations and he will bring both broad experience and proven leadership ability to his demanding task."

Mr. Harley said he was additionally pleased that Frank Schooley, a pioneer educational broadcaster and former president of the NAEB, was chosen as one of the members of the board. "We commend the President for his choices and extend congratulations and best wishes to the nominees," Mr. Harley said.

# # # # # #

Proposed Board of Directors
Corporation for Public Broadcasting

Chairman: Frank Pace, Jr., President, National Institute of Social Science and a member of the President's Foreign Intelligence Advisory Board. Term six years.

Joseph A. Beirne, President, United Electrical and Communications Workers of America and vice president of the AFL-CIO. Term four years.

Robert S. Benjamin, Chairman, United Artists Corporation, Partner in New York law firm of Phillips, Nizer, Benjamin, Krim and Ballon. Term six years.

Roscoe C. Carroll, General Counsel for the Golden State Life Insurance Company, Los Angeles and a member of the Board of Welfare Planning Council for the Watts area of Los Angeles. Term two years.

Dr. Milton Eisenhower, President emeritus of John Hopkins University. Term six years.

Michael A. Gammino, President, Columbus National Bank of Rhode Island, Trustee and treasurer of the Newport Metropolitan Opera Festival and Trustee for the repertory theater in Rhode Island. Term four years.

Mrs. Oveta Culp Hobby, President and editor, Houston Post. Secretary of Health, Education and Welfare, Eisenhower Administration. Term four years.

Sol Haas, Chairman, Station KIRO, Seattle, Term two years.

Joseph D. Hughes, Vice President, T. Mellon & Sons and administrative trustee of the Richard King Mellon Foundation, Pittsburgh, Co-chairman of the Pennsylvania Committee for Public Television. Term four years.

Dr. James R. Killian, Chairman, Corporation of the Massachusetts Institute of Technology. Term six years.

Erich Leinsdorf, Director, Boston Symphony Orchestra, Member of the Massachusetts Arts Council and a trustee of the Kennedy Center for the Performing Arts, Washington. Term two years.

John D. Rockefeller, III, Chairman Rockefeller Foundation. Term two years.

Carl Sanders, former Governor of Georgia, Member of the National Commission on Urban Problems. Term four years.

Frank E. Schooley, Director of Broadcasting and an associate professor of radio and television at the University of Illinois and former president of the National Association of Educational Broadcasters. Term two years.

Mr. Jack Valenti, President of the Motion Picture Association of America, Formerly Special Assistant to President Johnson. Term six years.

April 17, 1968

Mr. Robert Swezey
545 Madison Avenue
New York, New York

Dear Bob:

Just a brief note to thank you and Ward Chamberlin for the warm welcome, delicious lunch, and (I hope) a productive meeting last Monday.

As you know, I am back in the office for just one day, and off again this Thursday and Friday for meetings in connection with the Ford Foundation announcement regarding educational radio. However, I will try to get some of the information which we discussed into your hands early next week prior to your board meeting on April 26.

In the meantime, please let me know if there is anything else which would be of help to you.

Best regards,

Sincerely,

Jerrold Sandler

JS:lkl
cc: Mr. Ward B. Chamberlin

Statement by Frank Pace Jr.,
President, International Executive Service Corps
to the Senate Committee on Commerce
on his nomination to be
Chairman of the Corporation for Public Broadcasting

March 8, 1968

MR. CHAIRMAN:

It is a privilege to appear before this Committee which determines our qualifications for confirmation of the President's appointment to the Board of the Corporation for Public Broadcasting. I have read Dr. Land's classic statement before this Committee on the value of the confirmation process, and endorse it thoroughly.

When the President asked me to undertake this assignment I was aware of its importance and its scope. In the weeks since that time I have talked to members of the Carnegie Commission on Educational Television, headed by Dr. James R. Killian, Jr., visited public broadcasting stations and talked to their presidents and staff, discussed the issues with presidents of foundations and universities, heads of commercial television, young people, and the Chairman of the National Citizens Committee for Public Television, Thomas Hoving. The opportunities and difficulties that lie before us are far greater than I had envisioned. May I outline them briefly?

Public television, properly organized and effectively implemented, can fill a void in this nation which is more discernible every passing day. This country has made the transition from virtual isolation to world leadership with such rapidity that our system has had too little time to readjust to the new requirements imposed on it. Down the long road, it is to be hoped that public television can help provide to our people a sense of history, perspective and understanding of our needs and purpose that is essential to maintain our position in the world.

Equally important is the opportunity to satisfy the urge for self-improvement which has been one of the great American characteristics. With constructive programs, effectively and artistically developed, any American can turn a knob and open up new opportunities for growth and self-improvement. If public broadcasting is properly oriented, there need be no ghetto of the mind or spirit in this nation.

Further, public television accords with the American tradition established by our founding fathers: Any citizen, poor or rich, irrespective of race, color or creed, may, with the twist of the wrist, have available the best of history, art, music, drama or entertainment.

Public broadcasting commends itself particularly to the young people whose careers have emerged since World War II. Their urge and capacity for intellectual, moral and cultural improvement is immense. They have the creative instincts that can establish a new order of magnitude in the whole realm of television.

But, Mr. Chairman, we are pragmatic men and women. We realize that the road to glory opens up only after we have done the hard work needed to establish a sound base, identify short and long-range goals, determine priorities, and build a staff carefully -- in short, after we put in the kind of long hours and competent judgment that make any institution effective. It would be unwise to expect any spectacular approaches or results in the early stages of this operation. These can come only after the groundwork is laid and some experimentation undertaken.

Once the Corporation for Public Broadcasting is properly positioned, it should be possible to move forward on several fronts at the same time.

The opportunities before the local stations are exciting. It seems to me that they should come to be the focal points of urban development and understanding. Public television can provide means for the city to communicate with its citizens and vice versa -- it can, in short, re-establish civic pride and civic identity. This is an opportunity on which the wisest and most imaginative citizens in the community should seize.

Further, it seems to me that the Corporation should encourage schools and universities to provide courses to train young, exciting minds both in the creative and managerial fields, so that they might address themselves to careers in public broadcasting. The physical sciences have been the beneficiary of genius in the twenty to thirty-year age range; there is no reason why this creative capacity should not also address itself to the social sciences. Universities, particularly those with educational television affiliation, should be encouraged in this area. There is a great opportunity for breakthroughs in research, perhaps financed in the beginning by foundations at the local station level, later to be supported by the Corporation.

Institutionally, the Corporation for Public Broadcasting should provide the local stations with facilities not available in the past. Carefully directed central production and effective intercommunication can make a new order of programming available to our communities.

Finally, it is clear that the Corporation can be effective only if it is truly independent. This was recognized in the Congressional hearings, by the President and by the Carnegie Commission. It will require wisdom and forebearance on the part of both the Executive and the Congress to permit this to come to be.

Mr. Chairman, this program, properly operated, can give meaning and substance to the American dream; improperly done, it is without value. Of all the things I have undertaken in a lifetime, this one excites and challenges me as much as any. Because of its great potential I am troubled by the responsibility not to err. But in its future I deeply believe and will commit the best I have to its success.

AMENDING THE COMMUNICATIONS ACT OF 1934

HEARING

BEFORE THE

SUBCOMMITTEE ON COMMUNICATIONS AND POWER

OF THE

COMMITTEE ON INTERSTATE AND FOREIGN COMMERCE HOUSE OF REPRESENTATIVES

NINETIETH CONGRESS

SECOND SESSION

ON

H.R. 15986

A BILL TO AMEND THE COMMUNICATIONS ACT OF 1934 BY EXTENDING THE AUTHORIZATION OF APPROPRIATIONS FOR THE CORPORATION FOR PUBLIC BROADCASTING

MARCH 27, 1968

Serial No. 90–29

Printed for the use of the Committee on Interstate and Foreign Commerce

U.S. GOVERNMENT PRINTING OFFICE
92-085 WASHINGTON : 1968

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AMENDING THE COMMUNICATIONS ACT OF 1934

WEDNESDAY, MARCH 27, 1968

HOUSE OF REPRESENTATIVES,
SUBCOMMITTEE ON COMMUNICATIONS AND POWER,
COMMITTEE ON INTERSTATE AND FOREIGN COMMERCE,
Washington, D.C.

The subcommittee met at 10 a.m., pursuant to notice, in room 2361, Rayburn House Office Building, Hon. Torbert H. Macdonald (chairman of the subcommittee) presiding.

Mr. MACDONALD. The hearing will come to order.

This morning we are holding hearings on H.R. 15986, which would amend the Public Broadcasting Act of 1967 so as to postpone from 1968 to 1969 the authorization for the appropriation of $9 million to support the Corporation for Public Broadcasting until it can be sustained by a permanent plan for financing.

(H.R. 15986 and departmental reports thereon follow:)

[H.R. 15986, 90th Cong., second sess.]

A BILL To amend the Communications Act of 1934 by extending the authorization of appropriations for the Corporation for Public Broadcasting

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That paragraphs (1) and (2) of section 396(k) of the Communications Act of 1934 are each amended by striking out "1968" and inserting in lieu thereof "1969".

EXECUTIVE OFFICE OF THE PRESIDENT,
BUREAU OF THE BUDGET,
Washington, D.C., March 27, 1968.

HON. HARLEY O. STAGGERS,
Chairman, Committee on Interstate and Foreign Commerce,
House of Representatives,
Washington, D.C.

DEAR MR. CHAIRMAN: This is in response to your request for our views on H.R. 15986, a bill to amend the Communications Act of 1934 by extending the authorization of appropriations for the Corporation for Public Broadcasting, introduced March 14, 1968.

H.R. 15986 would change the authorization enacted in the Public Broadcasting Act of 1967 from fiscal year 1968 to fiscal year 1969. This is necessary because the Corporation is only now being organized and getting underway.

The Bureau of the Budget recommends favorable consideration of H.R. 15986 and its enactment would be in accord with the program of the President.

Sincerely yours,

WILFRED H. ROMMEL,
Assistant Director for Legislative Reference.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE,
Washington, D.C., March 21, 1968.

Hon. HARLEY O. STAGGERS,
Chairman, Committee on Interstate and Foreign Commerce,
House of Representatives,
Washington, D.C.

DEAR MR. CHAIRMAN: This letter is in response to your request of March 15, 1968, for a report on H.R. 15986, a bill to amend the Communications Act of 1934 by extending the authorization of appropriations for the Corporation for Public Broadcasting.

This bill embodies the legislative proposal contained in a draft bill submitted by this Department to the Congress on March 11, 1968. For your convenience a copy of the letter to the Speaker of the House briefly explaining the proposal is enclosed.

We urge early enactment of this proposed legislation.

The Bureau of the Budget advises that enactment of this proposed legislation would be in accord with the program of the President.

Sincerely,

WILBUR J. COHEN,
Acting Secretary.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE,
Washington, D.C., March 11, 1968.

Hon. JOHN W. MCCORMACK,
Speaker of the House of Representatives,
Washington, D.C.

DEAR MR. SPEAKER: Enclosed is a draft of a bill to amend the Communications Act of 1934 by extending the authorization of appropriations for the Corporation for Public Broadcasting.

In view of the delay in the initiation of the Corporation's activities, it is unlikely that it would need or be able to use any appropriated funds this year. We anticipate, however, that it will begin to need and be able to use such funds in fiscal year 1969.

The enclosed draft bill would take cognizance of this situation by substituting for the present authorization of $9,000,000 for fiscal year 1968 an authorization of a like amount of appropriations for fiscal year 1969. As the President indicated in his Message on education, we will be working with the Secretary of the Treasury, the Director of the Bureau of the Budget and the Board of Directors of the Corporation for Public Broadcasting, as well as appropriate Congressional committees, to formulate a long-range financing plan.

We should appreciate it if you would refer the enclosed draft bill to the appropriate committee for consideration.

We are advised by the Bureau of the Budget that enactment of this bill would be in accord with the program of the President.

Sincerely,

WILBUR J. COHEN,
Acting Secretary.

FEDERAL COMMUNICATIONS COMMISSION,
Washington, D.C., March 22, 1968.

Hon. HARLEY O. STAGGERS,
Chairman, Committee on Interstate and Foreign Commerce,
House of Representatives,
Washington, D.C.

DEAR MR. CHAIRMAN: This is in reply to your letter of March 15, 1968 requesting the Commission's comments on H.R. 15986, a bill to amend the Communications Act of 1934 by extending the authorization of appropriations for the Corporation for Public Broadcasting.

When your Committee was considering S. 1160, which became the Public Broadcasting Act of 1967, the Commission supported the creation of the Corporation for Public Broadcasting and the provisions of the bill relating to it.

H.R. 15986 substitutes for the present authorization of $9,000,000 for expenses of the Corporation for fiscal year 1968 an authorization of a like amount of appropriations for fiscal year 1969. It also substitutes for the fiscal 1968 restriction to $250,000 of appropriated funds for payments under any grant or contract

made by the Corporation for any one project or to any one station a like restriction for fiscal 1969.

We understand that these amendments are technical in nature necessitated by the delay in the nominations of the directors of the Corporation and the consequent delay in its organization.

The Commission therefore has no objection to enactment of H.R. 15986.

Sincerely yours,

ROSEL H. HYDE, *Chairman.*

Mr. MACDONALD. In his education message to the Congress dated February 5, 1968, President Johnson stated:

> I am asking the Secretary of Health, Education, and Welfare, and the Secretary of the Treasury, the Director of the Bureau of the Budget, all of whom have been studying this problem since the law was enacted, to work with the Board of Directors of the Corporation for Public Broadcasting and the appropriate committees of the Congress to formulate a long-range financing plan that will promote and protect this vital new force in American life.

Because of the importance of the long-range plan of financing, and the Interstate and Foreign Commerce Committee's involvement in the Public Broadcasting Act of 1967, we would expect to receive assurance, which I am sure we will get today, from the representatives of the Departments of Health, Education, and Welfare, and the Treasury, and the Bureau of the Budget that the House Committee on Interstate and Foreign Commerce is an "appropriate committee of the Congress" within the meaning of the President's message.

We would also like some indication from those representatives on how they intend to work with this committee in formulating a long-range financing plan for the corporation.

Unfortunately, the Chairman of the Board of Directors of the Corporation, the Honorable Frank Pace, Jr., is hospitalized and cannot appear before the subcommittee today. However, the subcommittee is fortunate in having in his place the Honorable Joseph D. Hughes, of Pittsburgh, Pa., who is a member of the Board of Directors. He is a governor and vice president of T. Mellon & Sons, and is also co-chairman of the Pennsylvania Committee for Public TV.

If Mr. Hughes will come forward, I understand he is accompanied by a gentleman who is well known to us, and who is a great friend of our very distinguished chairman of the full committee.

We welcome you both. I am sure Chairman Staggers would like to say a few words in welcoming you both.

Mr. STAGGERS. Thank you very kindly, Mr. Macdonald.

I would like to welcome Mr. Hughes and Mr. Stephen Ailes to the committee. As Chairman Macdonald has said, Mr. Hughes is a renowned banker from Pittsburgh, with a name we have known for many years to be associated with money, the Mellon interests.

I would like to welcome Stephen Ailes, who is one of our distinguished West Virginians. He is the grandson of one of the great and distinguished Governors of our State. He is also former Secretary of the Army of the United States.

We are happy to have both of you. We are especially happy to welcome Mr. Ailes because I have known him, his family, and all of his relatives, who live in my district, close by my hometown at Keyser. They live in Romney. Steve now is a member of the law firm of Steptoe & Johnson.

We do welcome both of you to be witnesses on what I consider to be an important subject that affects all America.

Thank you, Mr. Chairman.

STATEMENT OF HON. FRANK PACE, JR., CHAIRMAN, BOARD OF DIRECTORS, CORPORATION FOR PUBLIC BROADCASTING, PRESENTED BY JOSEPH D. HUGHES, MEMBER, BOARD OF DIRECTORS; ACCOMPANIED BY STEPHEN AILES, COUNSEL

Mr. HUGHES. Mr. Chairman and members, we regret that Mr. Pace could not be here to present this statement to you this morning. He underwent major surgery last Thursday for kidney stones, from which he is recovering quite nicely. It appears, however, that a period of convalescence of several weeks will occur before he is back in harness and able fully to resume a role in the Corporation for Public Broadcasting.

The statement which I will present in his behalf was worked out with Mr. Pace by telephone, and is his statement. It is as follows:

Mr. Chairman and members of the subcommittee, it is a great pleasure for me to have this opportunity to present to you my views on the proposed bill authorizing appropriation of funds for the Corporation for Public Broadcasting for the fiscal year ending June 30, 1969.

Before turning to the bill itself, I want to pay tribute to the significant role that members of your subcommittee played in the legislative process which resulted in the Public Broadcasting Act of 1967 and thus in the creation of the Corporation for Public Broadcasting.

I am very pleased to report that the necessary incorporation papers will be filed today and the Corporation formally established as a nonprofit corporation in the District of Columbia. I look forward in the next weeks to the first formal meeting of the Board of Directors, of which I have the honor to be Chairman.

My fellow Board members are distinguished Americans, some with backgrounds in television and radio, and others with broad experience in other aspects of government, education, business, and cultural affairs. As I do, they come to this new and exciting venture with a deep sense of purpose and with an openmindedness as to how we should function to carry out the broad intent of the legislation.

It was the desire of both the President and the Congress that this corporation be independent in practice as well as in theory. In my judgment, there is no better guarantee of this than the men—and the lady—who were chosen to be the incorporators and first Board of Directors. They are people of stature and ability who have already made great contributions to American life. It is clear that they take this new responsibility most seriously and, working closely with the Congress, will strive to see to it that the Corporation achieves the great goals set by the legislation.

The opportunities and responsibilities facing this new instrumentality are enormous. We are all aware that television is an immensely powerful technology—new in any relative sense and growing steadily more influential. We all seek to bring this technology into the full service of man and to do so within the framework of our creative free society. At the same time, we are aware that the older institution of radio remains a vital and progressive force in American life, deserving of the attention of the Corporation for Public Broadcasting.

Since the Board has not formally met, I cannot speak for the directors as a body. But in the weeks since the President's nomination, I have talked with many of its members and with many other people who have assessed the nature and purpose, as well as the experience of television to date. I have sought their advice on what we should do and how we should go about doing it.

My own view of the immediate future is clear. While I do not want to disappoint any of the short-range hopes held by many for this Corporation, it would be equally dangerous to encourage false hopes that dramatic new departures in broadcasting are going to be achieved overnight.

We shall move carefully—some may say cautiously, but nevertheless, our mandate from the Congress requires us to begin the first steps of the journey.

For example, it is clear that one of our main long-term functions will be to strengthen the programming available to public television. It is also clear that this is to be done mainly by strengthening local stations, providing them with more choice in what they present, while at the same time helping them to maintain their independence. We hope to learn much from what others have done in

this field, but we shall undertake our own analyses and arrive at our own conclusions as we move toward our first programming efforts.

At the start, we shall deal with the basic matters of organization of the Corporation, and begin by laying a pattern for our first year's operations with modest objectives that can reasonably be met.

Of first priority will be recruiting a staff of the highest quality and experience. In this process, the enactment of this legislation by the Congress would be a vote of confidence in the Corporation and would increase the Corporation's ability to obtain the kind of men we will need on a long-term basis. It would undoubtedly also assist our efforts to obtain financial support from the private sector.

Therefore, I urge that your committee approve the pending bill. I can assure you that we will spend carefully and will not build up a staff out of proportion to our needs. As I have said, as the hearings emphasized, and as the quality of men on this Board guarantees, the Corporation will be independent. By the same token, however, we look forward to working closely with the Congress and with your committee and your subcommittee.

I hope and expect that the way we organize and operate this Corporation in its initial stages will give you confidence in what we will do in the future. Regardless of how the long-term financing is worked out, I have no doubt that the Corporation must continue by its activities and by its successful operation to persuade the Congress that this unique new instrument is serving the great purposes of the Public Broadcasting Act of 1967.

Mr. Chairman, I very much regret not being personally present today to give you my views on the pending bill. I urge its approval so that we may go forward with the beginnings of this worthwhile venture.

This Corporation, properly operated, can give real meaning and substance to the American dream; improperly done, it is without value. I commit to you for this effort the very best that I and my distinguished colleagues can give.

Mr. MACDONALD. Thank you very much, Mr. Hughes.

Do you have comments of your own that you would like to put forth at this time?

Mr. HUGHES. One very important comment, Mr. Chairman, which is timely.

As of this moment, I believe, the Corporation is now in being. The papers were filed this morning and we are informed that the charter has just been granted. So as of this very moment, in no more appropriate a place to make the announcement, than here, we are now a body corporate and legally in existence.

Mr. MACDONALD. I have just one question. I am not quite sure why the Board hasn't met up until this time. Would you give us some information about that?

Mr. HUGHES. Yes. I would say, Mr. Chairman, that we had an informal meeting following the hearings before the Senate Committee on Confirmation. At that time, one step was taken. Dr. Killian was designated as Acting Vice Chairman, pending formal incorporation.

We did have discussions, informally, again as to future meetings, a possible course of action, staffing. So we have had the single meeting hoping that the Chairman would be back on his feet. Regrettably, his condition turned the other way and surgery followed.

Mr. MACDONALD. Thank you, sir.

Mr. Kornegay?

Mr. KORNEGAY. Thank you, Mr. Chairman.

Mr. Hughes, it is nice to see you here today.

So that I would know and perhaps the House would know when we get this bill over on the floor, a little bit about what has transpired between the time the law was enacted in November of last year and the present time, I am sure somebody will ask the question, will you fill us in and tell us what has been done in addition to your state-

ment that the corporate charter was issued today? How has your organization gotten along and what do you plan for the next year?

Mr. HUGHES. Mr. Kornegay, of course, most of that time was taken up in the selection and nomination of the one lady and 14 men who constitute the Board of Directors-designate of the Corporation, and also in the naming of the Chairman who, under the bill, is to be named by the President for the first year. The President nominated Mr. Pace for this. He assumed that role. He immediately began a series of consultations with other people actively engaged not only in public television, but commercial television, meeting with them, and discussing his concept of the future of this Corporation, how it should be activated, possible staffing, possible location, building availability, and those things which normally enter into the formation of a business enterprise. Public television is business, albeit a modest one compared to commercial television.

I think at the present time, Mr. Kornegay, we have 149 educational stations in the country. As of last week, that number was 147. Two stations came onstream in Vermont. As I recall the figures, their operating budgets approximate $70 million each year.

I can speak with greater familiarity with our own station in Pittsburgh, Station WQED, which was the first community educational station formed in the country. The first station came on the air at Houston. WQED in Pittsburgh was the first community station.

We operate under a budget of approximately $1.5 million per year. We have broad-based public support, a house-to-house canvass which yields almost $400,000 on a yearly basis for the budget of this station. It is one of the best supported public enterprises we have in western Pennsylvania.

Like all stations, although it is considered one of the big 8, WQED needs to expand its programing activities. It does have color compatibility, which not all stations do. It is in the process of erecting a new building headquarters with large studies at a cost of $2 million, which has been provided from the private sector, and it is moving.

In Pennsylvania, we have nine stations, seven operating channels with nine channels, Pittsburgh and Philadelphia having two channels each. We badly needed interconnection in Pennsylvania. It is the Eastern blackout. We cannot today interconnect the nine stations in the Commonwealth of Pennsylvania for a single live broadcast without special arrangements. It costs $14,000 a month to bring one 2-hour program into Pittsburgh each Sunday evening.

I am glad to say that the Governor of the Commonwealth has recommended to the general assembly in his current budget that $1,300,000 be appropriated for this purpose, of which $1 million will be an annual charge on a leasing basis for the facilities, and $300,000 for the operation of the switching circuit.

Mr. KORNEGAY. You are talking about Pennsylvania?

Mr. HUGHES. Pennsylvania; just the nine stations.

Mr. KORNEGAY. Let's move from there into the national scene under the Public Broadcasting Act of 1967. How much money has been appropriated by the Appropriations Committee for the fiscal year 1968?

Mr. HUGHES. None, Mr. Kornegay.

Mr. KORNEGAY. You expect, then, to get no money from the Federal Government in 1968?

Mr. HUGHES. That is correct.

Mr. KORNEGAY. The purpose of this bill, H.R. 15986, is to authorize $9 million, exactly the same figure that was actually authorized in the original bill for 1968?

Mr. HUGHES. That is correct.

Mr. KORNEGAY. But for which no money was actually appropriated.

Mr. HUGHES. That is correct. It moves the authorization from fiscal 1968 to fiscal 1969.

Mr. KORNEGAY. I know you probably haven't gotten far enough in your corporate organization and in your planning to determine approximately how much you are going to need. Of course, that is certainly more properly a question for the Appropriations Committee than for this committee.

Do you feel that an authorization of $9 million would be sufficient insofar as the Federal Government's participation is concerned?

Mr. HUGHES. I do, Mr. Kornegay. In addition, we have private contributions which have been announced of over $2 million for the Corporation, $2,125,000 as I recall the figure.

Mr. KORNEGAY. Are those contributions contingent upon the Federal Government's coming through again in 1969 or coming through in 1969 with an appropriation?

Mr. HUGHES. I think no. They are outright grants.

Mr. KORNEGAY. There are no strings attached?

Mr. HUGHES. That is correct.

Mr. KORNEGAY. Would it be helpful to the Corporation in soliciting contributions to have this authority from the Federal Government for the coming year?

Mr. HUGHES. I think it is indispensable. It is necessary that we have it.

Mr. KORNEGAY. Is there certain money available which could be made available in the event that the Federal Government authorizes and appropriates money to assist in the operation of the Corporation in 1969?

Mr. HUGHES. Yes. I think the commitments which have been announced, the $2,125,000, could be made available immediately. They have been held up pending the organization of the Corporation.

Mr. KORNEGAY. Maybe my question was not too well phrased. Would it help you in raising money if the Government participates? Is there money available on a matching basis?

Mr. HUGHES. It certainly will, indeed.

Mr. KORNEGAY. I think that is all I have. Thank you very much.

Mr. MACDONALD. Mr. Brotzman?

Mr. BROTZMAN. Thank you, Mr. Chairman.

I would understand that by virtue of the questions, you want to just move the authorization from fiscal year 1968 to fiscal year 1969. This presentation, I understand, has already been made to the Senate. Is that correct?

Mr. HUGHES. The Senate has passed the authorization, I believe, Mr. Brotzman.

Mr. BROTZMAN. I note a report here, but it is your recollection that they have already passed this particular measure on the Senate side.

Mr. HUGHES Yes.

Mr. BROTZMAN. To follow up with just one or two questions asked before, do you know how the Broadcasting Corporation, the Public

Broadcasting Corporation, is going to address itself to the question of long-range financing? Are you going to have a subcommittee working on this problem?

Is the entire Corporation going to be doing it? When are you going to get started?

These are the kinds of questions I have in mind.

Mr. HUGHES. And very valid questions. Mr. Brotzman.

I would assume that a subcommittee of the Board, a finance committee, will be constituted, as is normal corporate procedure, and that will concentrate on the financing side. It is my understanding that we have other witnesses here today who will speak more specifically on the method of financing, both from the Treasury, HEW, and the Bureau of the Budget. But it is undoubtedly the case that we will have constituted a finance committee from the Board.

Mr. BROTZMAN. And the rest of it, I would hope, is going to be constituted in the very near future; is that correct?

Mr. HUGHES. We are waiting for today, Mr. Brotzman. Regrettably, for Mr. Pace's illness, which has set us back, but Dr. Killian has been named vice chairman on an ad hoc basis and will be able to function legally in the absence of the chairman from this morning forward.

Mr. BROTZMAN. Thank you very much.

I have no further questions.

Mr. MACDONALD. Mr. Springer.

Mr. SPRINGER. Mr. Hughes, have you been filled in by the national education group on what took place in the passage of this bill?

Mr. HUGHES. I know the legislative history, Mr. Springer. I have not been filled in by that organization, as such.

Mr. SPRINGER. In other words, you are acquainted with the background of this?

Mr. HUGHES. Yes.

Mr. SPRINGER. May I say to you that if everything is run as WQED is in Pittsburgh, we would have no trouble with anybody. We are hoping that we won't have any difficulty under any circumstances.

But I think we ought to be clear on what was sort of intended, I think, when we got this thing together.

First of all, as you know, the Public Broadcasting Act of 1967 provided for three titles. Title I provided for money from the Department of Health, Education, and Welfare to do something. Title III provided for HEW to do something else. Title II did not provide for HEW to do anything. You understand that. You are independent.

Mr. HUGHES. That is correct.

Mr. SPRINGER. You are not dependent upon anybody except an appropriation from this body.

Mr. HUGHES. Correct, sir.

Mr. SPRINGER. I think the President did an excellent job, and I have so told him, on the appointment of the Board. We have come up with a high-class Board. That is my opinion as of this date in 1968. I think you have about as good a Board as he could have drawn from one end of this country to the other.

Mr. HUGHES. Thank you.

Mr. SPRINGER. Therefore, being independent, your job, do you understand, is to produce the best programing that you know how within your capabilities?

Mr. HUGHES. I do understand that.

Mr. SPRINGER. I just want to be sure we have no misunderstanding about that.

The first thing you are doing to do is to recruit staff. How is this going to be done? I am not asking you who you are going to select, but how do you propose to go about this?

Mr. HUGHES. There has been a suggestion, Mr. Springer, by Mr. Pace that a committee of the Board would be a screening committee to interview candidates, determine their qualifications, and then to have it become a matter of action by the full Board.

Mr. SPRINGER. I am glad to hear that. I hope you will have no preconceived notions. I have no idea at this time of trying to impose the will of this committee. I hope you get as high-class a staff as you have a Board. Then you will satisfy me.

This Congress, may I say, and I am offering this not as extra advice because I think I know what the will of this committee is, hopes you get someone who can do a really good job, because the Congress is going to be watching this thing very carefully. This is going to be the most sensitive thing that I think this committee has created in all the time I have been here. If there is any more sensitive group than this, I don't know what it is. This was certainly the most controversial.

I would hope that the staff would be the very best that could be obtained. If this screening committee goes at it, you surely ought to come up with something that is really good.

May I come to the second matter. That is how do you propose to go about getting financial support from the private sector? You already have approximately $2 million which you have described.

Mr. HUGHES. I think that is a matter, Mr. Springer, that will be determined by the Board. I can only carry forward the local efforts of the individual stations in reflecting what has been done.

In Pittsburgh, again referring to the station with which I am most familiar, we have a public, annual campaign which generates $400,000 for operations. I am sure that, extrapolated to a national basis in support of the Corporation, it will be possible to obtain annual support.

I do not think it is possible to expect to have the future budgetary requirements of the Corporation underwritten in large chunks from limited sources. I frankly think that would be a mistake. This Corporation should be broadbased. There should be support from the public. It is public television. That should be in addition to the appropriated moneys from the Congress.

Mr. SPRINGER. At one time when Dr. Killian was before this committee, and I believe one of the Board members was here, they were talking about moneys from foundations. What is your philosophy on this?

Mr. HUGHES. I can only speak personally there, Mr. Springer. As a foundation executive, I am the head of the Mellon Foundation, and quite honestly I have been more accustomed in the field of public television to be on the giving end than the requesting end.

We have contributed several millions of dollars for public television. We have a deep conviction and dedication to this effort. So in that sense, I speak professionally and say that we have indicated a position and have backed that up to the extent of several millions of dollars.

Mr. SPRINGER. Your effort so far as I know has been good. I would hope that if you do get sizable amounts from Mellon, from Ford, from the Carnegie Foundation, that those would come with no strings attached except your best judgment on how this money ought to be spent. Is that about the philosophy you have?

Mr. HUGHES. I certainly do. I think it would be appropriate for a gift to be made for programing, let us say, but certainly not with any strings that would in any way inhibit the Corporation or its actions.

Mr. SPRINGER. I think that is a good policy to start out with. That certainly meets with my approval.

Mr. HUGHES. I could not agree more.

Mr. SPRINGER. I hope you will impress on your board of directors' friends that this Congress will be appropriating after this year. You will be back next year. We will be here to ask you what you have done and to give an account of your stewardship. For a few years, I think the Congress will want to know pretty intimately what is being done.

I can say that generally the Board has received good approval for the type of men you have. So far as I am concerned, I want to wish you every success.

Mr. HUGHES. Thank you.

Mr. SPRINGER. Thank you, Mr. Chairman.

Mr. MACDONALD. Mr. Harvey?

Mr. HARVEY. I apologize for coming in late, Mr. Hughes. I just want to inform you that I intend to vote against the particular bill. I don't want any reflection either on Mr. Pace or the other appointees, because I think the President did a very outstanding job in making his appointments.

On the contrary, I intend to oppose the bill for the same reason that I opposed it originally; that is, I think we are putting the cart before the horse. I think we ought to have the proper financing for public broadcasting before we get into the venture at all. I think that at this time in our history it is way down the line as far as priorities are concerned, as far as what else we are trying to do in America today. It doesn't reflect anything at all, however, either on Mr. Pace or the other appointees.

As I say, I think they are outstanding. I think the purposes that are attempted to be accomplished are good, as well.

Thank you.

Mr. MACDONALD. Mr. Hughes, since there has been discussion of the appointees, I think it speaks very well. Since neither Mr. Springer, myself, or Mr. Staggers knew who the appointees were, it might be appropriate to spell out in the record who the appointees are.

Mr. HUGHES. Frank Pace, Jr., has been named Chairman for the first year. Joseph A. Bierne of Washington, D.C., president of the United Electrical and Communications Workers of America; Robert S. Benjamin of New York, a New York attorney and chairman of the board of United Artists Corp.; Roscoe C. Carroll of Los Angeles, an attorney and general counsel of the Golden State Life Insurance Co.; Michael A. Gammino of Providence, president of the Columbus National Bank of Rhode Island and also chairman of the Metropolitan Opera Festival Foundation of Newport; Mrs. Hobby, of Texas, who is president and editor of the Houston Post, and along with Dr.

Killian served as a member of the Carnegie Commission; Sol Hause, of Seattle, chairman of the board of KRRO, a commercial station; Mr. Hughes of Pittsburgh; Erich Leinsdorf of Boston, the music director of the Boston Symphony; John D. Rockefeller III, chairman of the board of trustees of the Rockefeller Foundation; Carl Sanders of Atlanta, attorney and former Governor of the State of Georgia; Frank E. Schoolie of Champaign, Ill., director of university broadcasting at the University of Illinois; Jack Valenti of Washington, D.C., president of the Motion Picture Association of America; Milton S. Eisenhower of Baltimore, president emeritus, Johns Hopkins University; James R. Killian, Jr., of Cambridge, Mass., chairman of the corporation, Massachusetts Institute of Technology.

Mr. MACDONALD. Thank you very much, Mr. Hughes. I would like to say in passing that the Board of Directors has pretty good access to foundation money, I would think, and I hope the Board exercises its contacts with those groups.

Mr. Brown?

Mr. BROWN. I have no questions, Mr. Chairman.

Mr. MACDONALD. Mr. Broyhill?

Mr. BROYHILL. No questions, Mr. Chairman.

Mr. MACDONALD. Thank you both very much.

Mr. HUGHES. Thank you, Mr. Chairman and members of the committee.

Mr. MACDONALD. We shall hear next from our colleague, the Honorable Leonard Farbstein.

STATEMENT OF HON. LEONARD FARBSTEIN, A REPRESENTATIVE IN CONGRESS FROM THE STATE OF NEW YORK

Mr. FARBSTEIN. Mr. Chairman, this subcommittee has under consideration today legislation (H.R. 15986) authorizing $9 million in program funds for fiscal 1969 for the Corporation for Public Broadcasting.

What this bill does is delay for 1 year the initial Government financing of educational broadcasting authorized under the Public Broadcasting Act of 1967. Like the 1967 act, it contains no provision for the long-term financing of educational stations.

H.R. 15986 is needed. It is essential that the Government provide short-term funds for educational programing. But left unresolved, is the more fundamental and controversial question of permanent long-term financing free from any one influence, either public or private.

The question is who should contribute to the long-term financing of public broadcasting. The answer will spell out the scope and independence of educational television and radio.

Mr. Chairman, I submit the commercial broadcasters in this country have an obligation to provide substantial financing for nonprofit educational stations. On February 8, 1968, I introduced a resolution (H.J. Res. 1079) directing the Federal Communications Commission to study the means and the extent to which commercial broadcasters can be required to provide such fundamental support. The resolution would have further put the Congress on record clearly supporting the view that commercial television and radio broadcasters should contribute substantially to the long-range financing of educational television and radio.

Mr. Chairman, this resolution is primarily a statement of policy. I believe the Congress should go on record favoring such financial support by commercial broadcasters for this public effort.

President Johnson, in his February message on education, stated that he was asking administration officials to work with the Board of Directors of the Corporation for Public Broadcasting in formulating a long-term financing plan. The President did not spell out the range of this work. I can only assume that the possibility of commercial broadcasters contributing will be considered. Communications from the Federal Communication Commission's Chairman, Rosel Hyde, indicate that in view of the President's announcement, the Federal Communication Commission does not deem it appropriate to take a position, nor to make a study of this issue.

Mr. Chairman, I support H.R. 15986 because it provides short-term financing for educational television and radio. However, I urge the members of this subcommittee to support the content of my resolution and ask that you express this support to the administration so that we may be assured that they will consider commercial broadcasters as a source of permanent financing for public education broadcasting.

Mr. Macdonald. Thank you for your brief statement, Mr. Farbstein.

The next witness is Mr. William Carey, Assistant Director of the Bureau of the Budget, with two associates.

STATEMENT OF WILLIAM D. CAREY, ASSISTANT DIRECTOR, BUREAU OF THE BUDGET; ACCOMPANIED BY DEAN W. COSTON, DEPUTY UNDER SECRETARY, DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE; AND GERARD M. BRANNAN, DIRECTOR, OFFICE OF TAX ANALYSIS, DEPARTMENT OF THE TREASURY

Mr. Carey. I have Mr. Dean Coston, the Deputy Under Secretary of the Department of Health, Education, and Welfare; and Mr. Brennan, representing Assistant Secretary of the Treasury Surrey.

It is our understanding that the Subcommittee on Communications is interested in the status of planning for permanent financing of of the Public Broadcasting Corporation authorized by Public Law 90–129.

I would like first to describe the administration's position on the interim financing bill now before you.

The purpose of H.R. 15986 is to authorize appropriations in 1969 instead of 1968 for startup activities of the Corporation for Public Broadcasting. Fiscal year 1968 is fast drawing to a close. The members of the Corporation have just been confirmed by the U.S. Senate, and incorporation is now arranged under the laws of the District of Columbia.

The Corporation will not be in a position to function fully until the fiscal year which begins next July 1. There was a general understanding when Public Law 90–129 was under review by the Congress that the appropriation authorization in the bill was an interim measure only, and that the Corporation should begin to operate before long-term financing was authorized.

The present law did not anticipate the unavoidable delays associated with enacting legislation and starting any such new enterprise. For these reasons, the administration recommends enactment of H.R.

15986 which will authorize appropriations to be made in fiscal year 1969.

Let me turn, now to the question of permanent financing for public broadcasting. The working out of a long-term financing plan for the Corporation requires the most thorough consideration. This is why the President has requested the Secretary of HEW, the Secretary of the Treasury and the Director of the Bureau of the Budget to work with the Board of Directors of the Corporation for Public Broadcasting and the appropriate committees of the Congress to formulate a long-range financing plan that will promote and protect this important new institution. As the President stated on signing the Public Broadcasting Act of 1967:

> The Corporation will be carefully guarded from Government or from party control. It will be free, and it will be independent—and it will belong to all the people.
>
> Television is still a young invention. But we have learned already that it has immense—even revolutionary—power to change, to change our lives.

In brief, we are asked to devise some means of providing funds for the Corporation that will, with the agreement of the Congress, minimize those aspects of the usual Federal budgeting and appropriations cycle which might restrict the free production of programs for this public media.

On the other hand, such a plan must also include some means for a public accounting at reasonable intervals, for use of public funds, and for decisions to be made as to the appropriate level of public interest for the ensuing period.

Another challenge is to provide sufficient sources of revenue to get the job done. Estimating the needed range of revenues requires the making of assumptions as to the quality and cost of producing program materials, the number of program "options" which are to be available, the number and capability of stations, the costs and extent of use of interconnection, and the amount of research, training, and other activities to be carried out. Given the rapidly changing technology, economics, population trends, et cetera, estimating for several years hence is extremely hazardous.

At the moment, it appears there are three principal techniques for providing Federal funds for public broadcasting. Each has its advantages and disadvantages and we in the executive branch have not yet formed a preference for any one or a combination of them.

These are: (1) a tax on television and radio sets manufactured; (2) a tax on gross revenues of commercial broadcasters; and (3) some special kind of "insulation" for general Federal revenues. The following paragraphs explore these alternatives.

NEW TAX ON TELEVISION AND RADIO SETS MANUFACTURED

This is essentially the Carnegie Commission proposal. The argument would be that purchasers of TV sets and radios will be the direct beneficiaries of public broadcasting. The tax would be collected from the manufacturer and hence relatively easy to administer.

On the other hand, it is possible that the level of expenditures for TV sets, currently about $2 billion annually, may level off after the current conversion to color sets is complete. Thus, the tax revenues

would not keep up with the need unless there were periodic increases in the tax rates.

It can also be argued that people will not benefit from public broadcasting in proportion to the amount they spend on TV sets. And finally, such a tax would be regressive because low-income people spend a higher proportion of their income on television sets than high-income people and would, therefore, pay a higher proportionate tax.

A NEW TAX ON THE GROSS REVENUES OF COMMERCIAL BROADCASTERS

The rationale for a tax on gross revenues of commercial broadcasters would be that the frequency spectrum is a public resource to begin with, and that a portion of the economic returns from its commercial use can appropriately be dedicated to sharing the costs of public broadcasting. It is, of course, a statutory requirement under the Federal Communications Act that applications meet the test of public interest, convenience, and necessity. A gross revenue tax would be an extension of that well-established principle.

Gross revenues of radio and television broadcasters currently total about $3 billion and have been growing nearly 10 percent annually. A tax on gross revenues would change over time roughly in proportion to changes in programing costs for the broadcasters. Thus, the revenue would grow and maintain a reasonable relationship to the financial needs of public broadcasting.

On the other hand, it is possible that a large share of such a tax would be passed on to consumers through increases in the retail price of products advertised on the broadcast media. The portion of the tax passed on would be highly regressive, since the products accounting for the largest share of broadcast revenues—automobiles, beer, cosmetics, nonprescription drugs, soap, and tobacco—account for a much larger proportion of expenditures by low-income and middle-income families than by high-income families.

USE OF GENERAL REVENUES

General tax revenues might legitimately be called on to finance public broadcasting on the grounds that there is a general benefit to the public from the activities of the Corporation. This approach, supported by classic public finance doctrine, would not exhibit the regressive tax tendency of the foregoing approaches.

On the other hand, some people would reject this approach on the grounds that general fund financing entails strict budgetary controls. Nevertheless, it is possible that the Executive and the Congress could work out some satisfactory arrangement that would permit review periodically but not annually.

For example—

Provide for paying of general fund revenues into a trust fund according to a statutory formula—perhaps related to the total number of public television and radio stations—and authorize appropriations for a 3-year period to be made all at one time.

Provide that all payments into a trust fund established by law would be paid automatically to the Corporation unless the Congress took negative action to prevent such payment.

Provide an automatic Federal payment to the Corporation in an amount equal to donations received by local stations, perhaps distributed in part on a matching basis and in part on an equalizing basis. This alternative would provide an incentive for increasing the share of non-Federal funds available for public broadcasting, thus making the Federal contribution more efficient.

Under each of these arrangements for using general revenues, the executive branch and the Congress would evaluate the requirements of the Corporation and assess the degree of Federal interest each 3 or 5 years.

I should also like to note other activities within the Government that may have a bearing on any public broadcasting financing plan.

As you know, several months ago the Ford Foundation proposed a system of domestic communication satellites that would markedly alter the economics of commercial broadcasting. Under that proposal, some amount of revenues would be made available to improve the programing of public broadcasting. This proposal is currently under consideration by the FCC, which has not, at this date, reached any conclusions. The Senate Commerce Committee has also held hearings on this proposal.

In addition, last August 14, the President announced a Task Force on Communication Policy under the chairmanship of Under Secretary Eugene Rostow, which is examining a number of major questions in the broad field of telecommunications, including a review of use of domestic satellites. This task force is scheduled to report late in the summer.

While we are uncertain as to the scope of the recommendations of the task force, it would appear the report may have some bearing in connection with the examination of ways in which new technology may change the operating patterns and costs of broadcasting distribution.

It is plain that we have some difficult issues still to work out. In his education message last month, the President took the position, as I noted earlier, that the long-range financing problem should not be resolved without further study and consultation. I cannot predict a quick answer, but I can assure you that the Bureau of the Budget and the Treasury and Health, Education, and Welfare Departments will pursue the alternatives carefully and consult with the congressional committees as the thinking crystallizes and work closely with the new Board of the Corporation.

Mr. Coston, of the Department of Health, Education, and Welfare, and Mr. Brennan of the Treasury Department, may wish to add to what I have said.

Mr. Macdonald. We would be happy to hear them, but before we do, I would like to have your thinking, as it comes up twice in your testimony—and my questions are friendly, not unfriendly—where you indicated that the Departments would consult with congressional committees.

I would like to know what congressional committee, except this one to authorize the bill, and the Appropriations Committee, would have anything to do with this bill.

Mr. Carey. I think, Mr. Chairman, you have identified the right committees. The only other possibility that occurs to me is that if the

executive branch were at some point to come forward with tax proposals, conceivably it might involve another committee in that jurisdictional area. But I can't predict what the proposals will be, and I would rather not try to nominate other committees.

Mr. MACDONALD. Yes, sir. But it is in your testimony. Therefore, I have to ask you about it.

Mr. CAREY. Yes, sir.

Mr. MACDONALD. Why would the tax committee have anything to do with public TV?

Mr. CAREY. I think, sir, there might be a feeling that any legislation involving special taxes would be of germane interest to that committee. That is a question I think probably to be settled up here. Whether we in the executive branch, as we developed specific proposals, would feel it necessary to engage in conversations with the Ways and Means Committee, I am simply not prepared to say this morning. I don't know, sir.

Mr. MACDONALD. It seems clear to me. I am just asking for information. I am not arguing with you.

Mr. CAREY. I would say this is the primary committee, Mr. Chairman.

Mr. MACDONALD. Right, and also the Appropriations Committee. I don't really understand the rather murky language you use about "appropriate congressional committees."

Mr. CAREY. I think that was mainly intended, sir, to indicate that probably more than one committee would be involved.

Mr. MACDONALD. You talk about user taxes. Do you think it fair that someone who purchases a TV set—and you indicate that low-income people are the heavier users of both the products that are advertised and of the sets themselves—do you think it is quite fair to charge everybody who has a TV set a user tax?

Mr. CAREY. To support public broadcasting?

Mr. MACDONALD. Yes.

Mr. CAREY. I think, sir, we generally have the feeling that user charges constitute a general policy that the Congress has long approved. We employ user charges in many areas.

Mr. MACDONALD. If I can interrupt, there is the highway bill, and so forth. Everyone who uses that road owns an automobile. But owning a TV set doesn't mean that they are going to use the facilities available that will hopefully be offered by the public TV concept.

Once again, I am not arguing; I am just trying to get your opinion. Do you think that is fair?

Mr. CAREY. I think relatively, Mr. Chairman, it is as fair an option for us to be considering together and debating as any of the others that we are speaking about. I would like my colleague from the Treasury Department to speak to this question, too, if he may.

These are the three primary alternatives that we have so far been able to dradge up. Every one of them has something wrong with it, and something right with it.

Mr. MACDONALD. Mainly, you have pointed out what is wrong with them, not what is right with them, if I read your testimony correctly.

Mr. CAREY. I think the right part of the tax on TV and radio sets would seem that it reaches and taxes the consumers of the public good that is being provided here. While there is a very strong contra-

argument that public broadcasting is a much more generalized good than it is an explicit good for the users and the owners of the receiving equipment, nevertheless, I think that it is a fair enough option and alternative to be very seriously considered, which we proposed to do in talking with you and with the Corporation.

Mr. Macdonald. Then if I can paraphrase your words, that is why you used the word "appropriate committees," because you think maybe this should be before the Ways and Means Committee and not this committee?

Mr. Carey. I think it would be before this committee first of all, Mr. Chairman, but I think if it came to a hard proposal, an explicit proposal, for such a tax, it could involve another part of the Congress. But, again, my colleague from the Treasury Department probably has his own views on that matter.

Mr. Macdonald. I would like to hear him on this point.

Mr. Brannan. On the point of the committees?

Mr. Macdonald. Yes, the jurisdiction.

Mr. Brannan. I make the point that this is merely a matter of the rules of the House on which we can only speculate on possible outcomes. In a similar situation, in highway trust fund financing, the Ways and Means Committee does not have jurisdiction over the highway decisions themselves, but under the rules of the House, it has been felt proper in the past to have them take action on the tax part of highway bills.

Mr. Boyd simply recognized that the House might come up with a decision that the Ways and Means Committee might deal with the tax portion of any bill that might be included in it.

Mr. Macdonald. You use the word "might." Are you going to recommend that this be done?

Mr. Brannan. I suspect that we would try to anticipate what the House would do with the bill, if we were simply talking about which committee to talk with before we sent a message, if that was the kind of question.

Mr. Staggers. Will you yield for a question?

Mr. Macdonald. Yes.

Mr. Staggers. I am sure both of you gentlemen are for this bill.

Mr. Carey. Yes, sir.

Mr. Staggers. I would think your presentation this morning would indicate you are not trying to get it by this committee very well. If you are trying to get some "no" votes for it, you are going down the right road, when you are talking about taking away jurisdiction. It will have enough of a rough road now.

Mr. Carey. I don't think it is our prerogative to take jurisdiction away from anybody.

Mr. Staggers. I think the administration better do a little more work and send some different testimony up here if they want this bill.

Mr. Carey. The administration very much wants the bill.

Mr. Staggers. Then they better change their tactics. That is all.

Mr. Macdonald. On page 2 of your very fine statement, I didn't really understand the language that says "minimize those aspects of the usual Federal budgeting and appropriations cycle which might restrict the free production of programs for this public media."

I can read the English language, but I don't know what that means. Would you explain it?

Mr. CAREY. I will be glad to try to do that, Mr. Chairman.

I think what we are considering here in the way of a concept is a corporation which would have very broad latitude to develop programs of a high and useful quality, and what concerns everybody, as we have struggled with problems of long-range financing, is the problem of balancing the objective of really complete freedom of such a corporation on the one hand and the conventional sanctions and controls that normally go with direct Federal Government support and financing.

It is a kind of no-man's land there somewhere. We believe that the Congress and the President ought to, at intervals, certainly, examine and reappraise what is going on in public broadcasting. I think they have that responsibility.

Mr. MACDONALD. What is a better way to do just that than to take a look at how the funds are being expended?

Mr. CAREY. I think this is right.

Mr. MACDONALD. If you have an alternative, I would like to hear it.

Mr. CAREY. I think we are saying that as far as our thinking has gone, and certainly everything I am trying to say this morning comes under that title, as far as thinking has gone—it hasn't gone too far—we think that at this point the Congress and the Executive would want to decide the intervals at which they both would examine these activities, whether they be annual intervals, whether they be triennial or quintenniel intervals, but not breathe so hard on the back of the Corporation at every decision.

Mr. MACDONALD. Traditionally, it does not go beyond 3 years. We are not about to give you an open-ended thing and say, "Okay, it is a great idea. Go ahead and do it," with no supervision over public funds. I am sure you would agree that that is correct.

Mr. CAREY. Mr. Coston might have some points on this, Mr. Chairman.

Mr. MACDONALD. I would be happy to hear from him.

Mr. COSTON. Mr. Chairman, I think you have identified one of the very key issues that was raised in the hearing when the bill was originally discussed. It was the question of how you strike a balance between insulation by the Corporation from unwarranted Government interferences on the one hand, and how you retain your stewardship and responsibility for proper use of tax moneys.

This committee, I think very wisely, did a number of things. First of all, they limited the authorization to 1 year, so that the committee would have a chance to take a look at it again, to see just how it got set up.

Second, the committee inserted extensive provisions requiring audit and oversight by the General Accounting Office, so that the GAO will continue to exercise responsibility for overseeing the financial activities of the Corporation.

At the same time, the committee went the other way in attempting to insulate the Corporation by first providing for a Board which could not be dominated by any political party. It prohibited the Corporation from engaging in political activities. It wrote in its committee report some very persuasive language which I would like to quote at this point. It said:

> One of the fundamental reasons for establishing the Corporation is to remove the program activity from governmental supervision. The educational stations

must not be permitted to become vehicles for the promotion of one or another political cause, party or candidate. In the same manner, the bill strives to insulate the Corporation from governmental control. The committee intends to see to it that the local educational broadcasting stations conduct their operations without Corporation interference or control.

So clearly the committee struggled with the same problem again.

With respect to jurisdiction, I think it is very, very clear that this committee, which originated this legislation, which conducted the hearings on it, not only this time but on the original facilities act of 1962, is obviously the committee with the primary jurisdiction over the program. It is your legislation. You will review it at the end of the first year to determine where you want to go from here.

There is just no question in my mind but what the Interstate and Foreign Commerce Committee will be the principal and most important committee on the House side to deal with this.

When we talked about appropriate committees, we were talking not only about the House committees, but the committees in the other body, so there are at least four committees involved. There would be your committee, the House Appropriations Committee, the Senate Commerce Committee and the Senate Appropriations Committee.

But clearly, the way the bill is drafted and the way the extension amendments are drafted, it will be necessary to come back before this committee in order to get any changes or adjustments or improvements in the act as you have passed it last year.

Mr. Macdonald. I agree with most everything you say. But if you feel that way, why does this testimony, which must have been cleared between three departments, talk about "appropriate committees" when it is very clear to me what the appropriate committees are? Here in the House it is the Commerce Committee and the Appropriations Committee. It is the same way in the Senate. It would be after it clears Senator Magnuson's Commerce Committee and then go to the Appropriations Committee over there.

Mr. Coston. I think this is very clear. I don't think Mr. Carey disagrees.

Mr. Macdonald. I don't say he does. I say his testimony does.

Mr. Coston. I don't think we thought very much of the use of the word "appropriate" except we were possibly going to save a couple of lines by not specifying the committees that would have concern about this.

Mr. Carey. I think it is pretty clear that what this committee does in the area of public broadcasting will be decisive on what the country will have in the way of public broadcasting. I don't think there is any question at all about the primacy of the committee we would be consulting.

I simply felt at this stage, and having come very recently myself to this business of public broadcasting, that the language ought to—well, I must say I didn't particularly struggle terribly over the prose in the statement; I just wrote what I was trying generally to get across here. But I think the use of the world "appropriate" is simply to stay somewhat loose, because I can't predict with enough exactness, given the fluidity of the problems we are dealing with, what may develop. My assumption at this point is that you have identified the two right committees.

Mr. MACDONALD. You represent the Bureau of the Budget. In many ways you have the final say of what goes into the budget or not, your superiors or somebody who talks to the President does. Therefore, I would like to have it clear on the record, which I think it now is, that the jurisdiction of this bill, which was fathered and perhaps even mothered by this committee, stays right here, and not by testimony be taken away from us.

Mr. CAREY. That is certainly the farthest thing from my intentions.

Mr. MACDONALD. I would like to point out that if this committee does not pass this bill, it will never see the light of day. I would think, if you are in support of the bill, as Chairman Staggers mentioned, you would make it clear that the appropriate committees were the four that I have just stated. If you are now saying that, then, of course, I withdraw my comments about your testimony.

Are you all three saying that?

Mr. CAREY. I would think so.

Mr. COSTON. Mr. Chairman, let me try to nail it down.

This act is an amendment to the Communications Act of 1934. Changes in the act also have to amend that act. I don't think anybody argues the jurisdiction of the Interstate and Foreign Commerce Committee with respect to the Communications Act of 1934.

Mr. CAREY. Exactly. I agree completely.

Mr. BRANNAN. Yes.

Mr. MACDONALD. My last question seems perhaps even to myself a little offbeat.

If you utilize a user tax, isn't that a form of pay TV? Aren't these people paying for something that is presently in the domain of free TV?

Mr. CAREY. May I ask Mr. Brannan to comment first?

Mr. MACDONALD. Yes.

Mr. BRANNAN. I would say no, on the grounds that until 1965 we have had a set tax on televisions which we did not regard as pay TV. This was a tax paid at the time the set was purchased. It similarly applied to purchases of radios and cameras. We had quite a few excise taxes that we repealed in 1965. It was certainly not a thing that varied with whether or not you turn on the program, which is the real feature of pay TV.

Mr. MACDONALD. Do you all agree with that statement?

Mr. CAREY. I agree.

Mr. MACDONALD. Thank you very much.

Mr. Kornegay?

Mr. KORNEGAY. Thank you, Mr. Chairman.

To follow up that thought, the theory behind the tax, though, on most of the excise taxes, is the luxury aspects of it. You added it on many items that were generally considered to be luxuries. The taxes grew out of taxes imposed on certain commodities during World War II.

Mr. BRANNAN. Let me answer that that could be said of some of the excise taxes. It wasn't very consistent. It was partly because the Congress was not satisfied with that—that the taxes did serve to tax luxuries—that they were willing to repeal them.

Mr. KORNEGAY. It is always easy to go to those things or place a tax on those things which you justify the easiest. Of course, the luxury

theory came into the picture—luggage, jewelry, furs, television, cosmetics, handbags, valises.

I am a bit curious here about the list of commodities Mr. Carey put down under the second proposal, a tax on the gross revenues of the commercial broadcasters, and your reason for stating that that is not a good idea was the fact that ultimately the cost would be passed on to the consumer or to the products, such items as automobiles, beer, cosmetics, nonprescription drugs, soap, and tobacco, which are engaged in and purchased in larger proportions by low- and middle-income families than by high-income families.

Depending upon the use, you could say almost all of those items are in the classification or category of luxuries, aren't they?

Mr. BRANNAN. Many people insisted that the automobile was not a luxury, that was part of the argument about the tax, as you may recall.

Mr. KORNEGAY. Depending on the uses, I say. To a traveling salesman, of course it is not a luxury. Beer, cosmetics, sweet-smelling soap—and that is the kind that is mostly advertised on TV—are luxury items, with cigarettes and tobacco products.

I don't know how anybody could answer a question that occurs to me at this time, until you have a budget and you can anticipate what the appropriation from the Federal Government is that will be needed. My question is, and I will throw it out anyway, to see if you have an answer to it: Have you come out with any percentage figures with reference to a tax imposed on the gross revenues of the commercial broadcasters; that is, if you elected to go that route?

Mr. CAREY. I would be glad to try that, Mr. Kornegay. We don't really have a number to nominate. I think in doing anything like that, you would probably be at a fraction of 1 percent, some fraction of it. I don't know at this point what it would be.

I think certainly it probably would start out somewhere like that. It might build up and become a small point or two over 1 percent over a 10-year period, or something. But it is very, very speculative.

The last thing I think I would want would be to start premature arguments about rates. It is a fair enough question, but I don't think we are anywhere near talking sense in terms of the rate yet.

Mr. COSTON. I would like to add one thing, Mr. Kornegay: I don't think you can even speculate yet on the amount of revenues that you would hope to have for the Corporation until the Corporation has been able to develop its own long-range plans as to what it wants to do.

This is one of the reasons why I think it is important that the committee and the executive branch, and the Corporation, first sit down and describe and define some goals and objectives and programs that the Corporation may wish to engage in. When those are worked out, we can begin then to fix the kind of financing program that we need. Until that happens, I think, as Mr. Carey said, it is purely speculative as to what levels of financing the Corporation may, in fact, need.

Mr. KORNEGAY. As I indicated, I expected that to be the answer. I think it is certainly plausible and reasonable.

Mr. Carey, has any consideration by you or the Bureau of the Budget been given to a tax or a fee on license renewal by commercial broadcasters?

Mr. CAREY. To the best of my knowledge, it has not, Mr. Kornegay. As I say, I have come very recently to the subject matter. It may well be that back over the last several months some consideration was given to it. Perhaps Mr. Brannan knows, but I am not aware of anything like that.

Mr. KORNEGAY. That is very much akin to your second suggestion. You say that the gross revenues for radio and television amount to approximately $3 billion annually.

Mr. CAREY. That is the estimate I have, yes, sir; growing about 10 percent per year.

Mr. KORNEGAY. With an annual increase of about 10 percent. And you say about $2 billion worth of sets are sold each year. My first feeling was that there would be a greater distance between those two figures than $1 billion.

Mr. COSTON. I think one of the points Mr. Carey made was that the country is undergoing a rather substantial conversion to color receivers.

Mr. KORNEGAY. And that is an expensive conversion.

Mr. COSTON. It is an expensive conversion. It is quite possible that when that conversion has been completed, the $2 billion level will no longer sustain.

Mr. MACDONALD. Except if you take into account the fact that what is known as the population explosion would take up the slack. I would think the conversion part really doesn't make that much difference.

Mr. COSTON. That is very possible.

Mr. CAREY. Your comment indicates there is a lot of homework to be done in estimating in all of these categories. We are very sensitive to that.

Mr. MACDONALD. If the gentleman will yield, I agree with you that the Corporation, the Congress and this committee—not the appropriate committees, but this committee—has a lot of work to do together just to figure out how much the cost will be. I think we are all just groping a little bit to find out what this will cost.

I would also add that I think the three suggestions about how to raise the money are self-defeating. They knock themselves down, it seems to me.

Mr. CAREY. We would welcome alternatives, Mr. Chairman, from this quarter, certainly. I think we also have to come together with the Corporation's Subcommittee on Finance. This is really, I think, the next order of business as far as the three agencies are concerned. I think the ball, in a way, gets tossed to them, and we will be glad to feed in whatever thinking, good or bad, we have been able to do up to this point, and broaden the conversation, including your staff, and do it over the next several months fairly intensively.

This is really where we are at this point. In a lot of ways, it is premature to be talking about the kind of things I have been talking about.

Mr. MACDONALD. I would suggest that testimony not be given officially unless it has been thought out. Don't you think that is reasonable?

Mr. CAREY. Yes. But on the other hand, what I said at the beginning was that I thought you wanted us to tell you a little bit about the status of the thinking, as far as it has gone. While it hasn't gone too far, this is the status up to this point. It is still open ended. It hasn't been closed off. It is quite open.

There may well be better alternatives than the ones I have talked to you about. We are certainly relaxed and ready to hear them.

Mr. KORNEGAY. In line with the chairman's statement that these proposals are sort of self-defeating, I would certainly think that the No. 1 would fall well into that category in that the TV set, to my way of thinking at the present time, anyway, is pretty well burdened down with overcharges and extra charges now. We have talked about the changeover from black and white to color, which is a very expensive thing as far as TV sets go.

We came along and made the manufacturers put all-channel connections in all of them, which I expect a majority of the people in this country seldom, if ever, use. Maybe in the future they will be used as more UHF stations open up. Now CATV is becoming quite popular. That is another charge that is put in on them.

I don't know how much the old mule is going to be able to pull, if you come along and put a healthy tax on top of him. It may be so expensive that people will not be able to buy and keep television sets.

Mr. CAREY. That is really a question.

Mr. MACDONALD. I have no pride of authorship.

Mr. CAREY. I would say the feasibility, Mr. Kornegay, of this idea of a tax on TV and radio sets would stand or fall, I guess, in large part, on the impact of the tax you are talking about. You talk about another healthy tax on TV sets and radio sets. The question is how healthy the blow would be. If it turned out to be in the range of, let's say, $1 or $2, something like that, per set, you might come out to one conclusion. If it turned out to be $25, it might be a different ball game completely.

Mr. KORNEGAY. In order to raise any substantial revenue, it will have to be more than $1 or $2 per set. You talk in terms of 1 percent on the gross revenues of the commercial stations, which would give you, based on the $3 billion figure, $30 million.

Mr. CAREY. If you were going to try to run the whole enterprise by a tax on the manufacture of radio and TV sets, that probably would suggest a pretty high tax. On the other hand, if you had a mix—supposing you had some elements of all three of the things I have mentioned here, including a hefty general fund payment into a trust fund, something of that nature—then you might still have, as a sort of third leg on the stool, something like this tax on the manufacture of TV and radio sets which would mean that you would have a moderate impact on the price.

If it turned out that we all settled on a mixture of taxes and general funds, I think it might be viable.

Mr. KORNEGAY. I commend you for your willingness to explore, think about and consider, so we can bat around all the ideas that might come up.

Thank you very much.

Mr. MACDONALD. Mr. Broyhill.

Mr. BROYHILL. Thank you, Mr. Chairman.

Mr. Carey, how much of the $9 million which was authorized in the act last year is included in the 1968 budget?

Mr. CAREY. We had planned on about a $4 million appropriation in 1968, which was, in effect, half a year, I guess. That is about the way it was worked out. That was not, in the last analysis, recommended

or requested by the President for enactment in 1968 because of the delays generally in getting the enterprise going.

Mr. BROYHILL. If this bill is approved, you will ask the Appropriations Committee for the full $9 million?

Mr. CAREY. We will come up with a budget amount.

Mr. BROYHILL. Will you ask for the full $9 million?

Mr. CAREY. That is my presumption. I am leaving it up to the President, but the reason we are here this morning asking you to enact this bill is that we certainly are going on the strong expectation that we will come forward promptly with a budget amendment to fund it at that level.

Mr. BROYHILL. Actually, it seems to me that we are continuing the same type of discussions we had in the hearings when we were considering the act last year. I know some of us wrote additional views, which I would like to refer to at this time.

On one page some of the members indicated that one of the weaknesses in the bill was "financing."

Another statement is "Despite the very careful and patient effort of the committee to get a clear and detailed picture of the financing of the Corporation, the result is foggy and confused."

Another statement is "Government witnesses could not help the committee clarify the plan for Federal assistance."

Another statement is "Although there is no quarrel with financing purely instructional TV as in the past through general revenues from the Government entities concerned, there are entirely too many unanswered questions about both the Federal level of moneys involved and the means of getting them to the Corporation."

These statements are still of concern to us today. My question is this: Is it my understanding that the Bureau of the Budget, the Treasury, and the Department of Health, Education, and Welfare are going to work with the Corporation to come up with the financing plan?

Mr. CAREY. Yes, sir.

Mr. BROYHILL. When will this be accomplished, and when will it be recommended? What is the timetable?

Mr. CAREY. There is not a set timetable on it, sir. As the President said in his message, I believe it was his budget message, he intended this year to propose a plan. As far as I know, sir, that is about as explicit as we can be. I don't think we are on the verge of answering the kind of questions we have been talking about.

I am afraid that is the case. I can't suggest we will be here quickly with answers, but we will certainly, in the course of this year, get that done. That is our objective and that is what the President said he wants to do.

Mr. BROYHILL. No further questions, Mr. Chairman.

Mr. MACDONALD. Mr. Harvey?

Mr. HARVEY. Mr. Carey, as I recall reading both the Ford Foundation report and the Carnegie Commission report, they both recommended specific taxes which you have enumerated here. The Ford Foundation recommended a tax on satellites, as I recall, and the Carnegie Commission recommended the excise tax on the sale of television receivers.

Both of them, in their original reports, recommended specifically against financing from the general appropriations process, which you

are recommending here today. But as a practical matter, I gather that you would agree with me that Congress is not about to pass another tax at this time.

Mr. CAREY. Judging from the production of new taxes so far, sir; that is probably a fair conclusion. I would like to make one thing clear: that I am not really up here commending—I think that was the word you used—financing from general revenues. I have set that out as one of the alternatives that we are talking about.

Mr. HARVEY. You have set it out as an alternative, but we have to be mindful as a committee that the President has asked for a 10-percent surtax to finance the war in Vietnam and Congress has not seen fit to tax that.

The President has asked, in addition, for a tax on travel abroad, and the Ways and Means Committee has not seen fit to pass that, and, in fact, at this very hour is killing that tax.

So as I say, as a practical matter, you are not seriously telling us that either of these other alternatives, these taxes, are realistic, are you?

Mr. CAREY. I think they certainly are realistic enough to be very seriously considered by the Congress in settling the long-term financing of this enterprise. The alternative would be, I take it, to rely entirely on the general funds.

Mr. HARVEY. I happen to disagree with the chairman, in that I think the appropriate committee at this time would be the Ways and Means Committee. I feel that if we are going to have public broadcasting in America, it should be financed by one of these specific taxes that the Ford Foundation or the Carnegie Commission report recommended.

If we are going to have public broadcasting, this Congress and this Nation ought to face it and ought to finance it at the same time. We shouldn't put the cart before the horse, as we are doing right now. I specifically disagree in that regard with what the administration is recommending here today.

I just might say here that it is almost incredible to me that you come here from the Bureau of the Budget and recommend that we spend, if I understand correctly what you told Mr. Broyhill, $9 million on this for next year.

Mr. CAREY. Yes, sir.

Mr. HARVEY. And we are spending $10 million on rent supplements this year to provide housing for poor people in America. How this administration can reconcile this sort of priority is beyond me. I can't believe that the President has looked at this since he made this recent speech in Minnesota calling for austerity, nor can I believe that he has looked at it in light of the Kerner Commission report calling for changes and vast improvements in the slums and ghettos of America.

This is just incredible, that you, from the Bureau of the Budget, come here today and recommend this $9 million to be financed out of the general appropriation process.

Mr. CAREY. I certainly respect your views, Mr. Harvey.

Mr. HARVEY. Would you give this equal weight with the rent supplement program, for example, when you are sitting there in the Bureau of the Budget? Would you balance this equally for the poor people in America?

I happen to have voted for that rent supplement program, along with 30 or 40 other Republicans. I happen to believe in it. I can't be-

lieve that this administration would give it almost equal weight in that regard.

Mr. CAREY. Mr. Harvey, these choices are always agonizing choices. I served under President Eisenhower in the budget business, as well, as under President Johnson in the budget business. The answer is not always clear in terms of tradeoffs from one priority to another. It is an exercise, as you know, sir, in judgment and relative equities and relative justices.

There are a lot of things that a President would like to recommend that he doesn't recommend. He can't. There are a lot of things that he would like to do that he can't do. I think that the problem that the Congress has, just as the problem the President has, is assessing priorities. When the President sends up his budget with his priorities in it, the Congress doesn't hesitate to substitute its judgment.

I think this is the situation where the administration at this point is recommending this bill, Mr. Harvey. As of now, I have said to your chairman that it is my belief that the President will transmit a budget amendment to finance it.

Mr. HARVEY. In the full amount?

Mr. CAREY. Presumably at $9 million, but what I said to the chairman also was that I can't read the President's mind in the last analysis, and he may very well modify that figure. But I know of no reason at this point to indicate that he would. His judgment at this stage, and the administration's judgment, is that we ought to have this legislation, we ought to have the authority for the appropriation. The presumption is—on which we are all moving—that the administration will want it financed.

Mr. HARVEY. I just want to reiterate, without taking any more time, that I think this administration and the Bureau of the Budget ought to re-read what the Ford Foundation and the Carnegie Commission said on how this program ought to be financed, and then I think they ought to go back and reassess their priorities in this regard.

I can't help but believe that somewhere along the way, if we are to believe what the President said the other day, that he was willing to cut expenditures of $8 billion or $9 billion to get a tax increase through the Congress, that this bill, with this priority, will survive under those circumstances.

I have no further questions.

Mr. MACDONALD. Chairman Staggers?

Mr. STAGGERS. Thank you, Mr. Chairman.

I would like to make one observation.

The bill is a very simple bill that is before the committee. All it does is change the figures 1968 to 1969. We have gotten far afield with all of the things that have come up. I don't know how we got afield. It was approved last year, after bitter debate on the merits of it. If it was merited then, it is merited now. I think it is in the future.

I said then, and I say now, that I think it is one of the most important bills that this committee could put out in this session of Congress. I reiterate that. All we are trying to do is change the figures 1968 to 1969. I don't think that is a big problem. We debated this issue last year.

The men on the Corporation have been chosen, but they haven't been able to organize or submit anything to Congress. That is what they are

supposed to do. For us to be arguing about something that we haven't even given a chance, I think, is wrong. We are arguing about whether we should change the figure 1968 to 1969. That is the reason I couldn't see getting far afield on many things right now.

I think that should be kept in mind before the committee. I don't think we should get into political issues. We will fight the political issues in November. I think all we want to do is change the figure 1968 to 1969. That is the issue before the committee.

Mr. HARVEY. May I reply to that, Mr. Chairman?

Mr. MACDONALD. Mr. Harvey.

Mr. HARVEY. I would just like to call the attention of the chairman of the full committee to the fact that this $9 million is for next year that they are asking for. I think because it is for next year it makes a significant change. This committee does have to weigh the priorities, whether it is the important bill you say it is in relation to Vietnam, whether it is the important bill you say it is in relation to the Kerner Commission report, whether it is the important bill in relation to the other problems that our Nation faces.

I doubt that it is, It isn't, in my judgment. I would hope that is not that important a bill in the President's judgment. I would hope, for example, that his lack of comment on the Kerner Commission report did not reflect that he was unhappy with that report. I would hope that he is going to give it more emphasis than that.

Mr. STAGGERS. I might say in reply to that, that that is a difference of opinion. You certainly have a right to your opinion. I say we are only here today to decide whether we are going to change 1968 to 1969. I reiterate my opinion that it is the most important bill this committee is going to put out for the future of America. I just don't know what it would be.

Mr. MACDONALD. Thank you, Mr. Chairman.

Mr. Brotzman?

Mr. BROTZMAN. I have no questions.

Mr. MACDONALD. Mr. Brown?

Mr. BROWN. Far be it from me to get involved in a colloquy between the chairman and Mr. Harvey. I would like to observe that this is part of our philosophy of "legislation now and pay later" that seems to be rampant in this country.

You seem to be coming up to the "pay later" part of that without any very good answers.

Before we get into that, I would like to ask Mr. Coston this question: Mr. Broyhill read some of the minority views in the committee report when we passed public broadcasting last year. I would like to read from the general report on page 12. There is this comment.

> HEW testified it will not be able to approve all of the applications currently in hand because they would exceed the $10.5 million authorized in this bill.

Have any of those applications under title I been abandoned or set aside?

Mr. COSTON. No, sir; those applications are still all on file and will be processed when the appropriations are forthcoming.

Mr. BROWN. Have you had any additional applications?

Mr. COSTON. I believe we have; yes, sir.

Mr. BROWN. Do you know where the figure stands now?

Mr. COSTON. I am not sure, but I can supply it for the record and I will do so.

(The information requested follows:)

HEALTH, EDUCATION, AND WELFARE DEPARTMENT STATEMENT ON PENDING EDUCATIONAL TELEVISION FACILITIES REQUESTS

Applications for educational television facilities continue to be received by the Department of Health, Education, and Welfare. The Educational Television Facilities Act of 1962 (P.L. 87–447) authorizes funding of applications received prior to June 30, 1968. As of March 25, 1968, 66 educational television facilities applications had been received and are pending for a total of $40,413,000 in project casts.

No requests for noncommercial radio facilities, authorized under the Public Broadcasting Act of 1967 (P.L. 90–129) have been invited or received.

A Federal share of not to exceed 75 percent of the project cost as authorized under the Public Broadcasting Act of 1967 would require up to $30,309,750 in Federal funds to support all existing educational television facilities applications.

However, the Public Broadcasting Act of 1967 places a limitation of 8⅓ percent on the amount of an annual appropriation which can be distributed within one State. With this restriction imposed on the FY 1969 request of $12.5 million for grants, an amount of $14,480,000 in pending project costs exceed the 8⅓ percent limitation in 6 States. Therefore, there is a total of $25,933,000 in existing projects eligible for consideration, or a total of up to $19,500,000 eligible for Federal funding support, based on the 75 percent Federal share authorized under Title I of the Public Broadcasting Act of 1967.

Mr. BROWN. If you would, I would appreciate it.

Am I to understand that there is no urgency now about funding those applications or about making the funds available to those applicants?

Mr. COSTON. We have the applications on file. Because of the changes in the law, there is a rather extensive redesigning of the procedures and regulations that will be required to take account of the revised provisions, such things as the inclusion of radio, for example.

Mr. BROWN. $500,000 was your estimate last year required to provide educational radio facilities? Has that changed?

Mr. COSTON. No; I would say that is roughly the ratio at the moment; yes, sir. But as soon as we get our procedures revised and are able to begin processing applications under the new procedures, we would expect to resume that program.

Mr. BROWN. So this is all merely procedural. There is no real thought that you want to set aside the importance that was expressed last year on the funding of these applications?

Mr. COSTON. No, sir.

Mr. BROWN. Do you have any idea when those procedures will be straightened out so that we can proceed with the funding of these applications?

Mr. COSTON. We will expect to be in a position to resume funding of projects under title I when the appropriations are forthcoming, sir.

Mr. BROWN. Wait a minute. Is it procedural or is it because of the appropriations?

Mr. COSTON. It is both. We do not have an appropriation at this point. We have not requested a supplemental appropriation. Our position was——

Mr. BROWN. That is my question. Why not?

Mr. COSTON. Because we have not yet gotten the new procedures and the new operations design.

Mr. BROWN. I seem to be going around the bush with you over and over. Is it procedures or is it the money?

Mr. COSTON. It is both.

Mr. BROWN. When will the procedures be ready?

Mr. COSTON. Well, we are working on them now. I would hope they would be ready within the next 2 months.

Mr. BROWN. And you think then that you will be in a position to ask for the funds?

Mr. COSTON. Yes, sir.

Mr. BROWN. How much are you going to ask for?

Mr. COSTON. $12.5 million.

Mr. BROWN. In other words, we are talking about $9 million for this and $12.5 million to pick up—we are dropping out the $10 million that was in the 1968?

Mr. COSTON. That is my understanding; yes, sir.

Mr. MACDONALD. Will the gentleman yield?

I don't know why you get into that, Mr. Coston. I agree with the chairman 100 percent. This is a very simple bill. It has nothing to do with financing for any other year. It merely postpones for a year the action that this committee took.

You gentlemen, by your testimony—and I agree with the chairman having thought about it—got us off the track by projecting all these figures that have nothing to do with this bill. Why don't you just testify about the bill before us?

Mr. COSTON. Mr. Macdonald, I would be very happy to do that, but I do feel I have to respond to questions from the members.

Mr. BROWN. If I may, Mr. Carey, I would like to ask you about one point. You said one thing that I was struck by because of another committee on which I serve.

You want the funds, or you suggest that the funds which would be provided—on the bottom of page 5 and the top of page 6—from the Congress should be provided on a long-term basis, unless the Congress decides to act to negate that authorization for funds. You say "unless the Congress took negative action to prevent such payment."

What is your thinking behind this? Are you suggesting that negative action is harder for Congress to take than affirmative action?

Mr. CAREY. I think that the question runs to the stability of the financing of the Corporation. From that point of view, an assurance of a flow of funds is probably what we would all like the Corporation to have.

The way I express this alternative, assuming we were going into general revenues, maybe or maybe not going into taxes along with it, would be that one way of providing the stability would be to say that the Congress would provide for an automatic general fund appropriation into a trust fund and then be able to pull the string when it chose to.

But that isn't necessarily what I am suggesting here. That is one way to do it. Another way would be for us not to use the negative or string-pulling approach to it and simply say for x years, 3 years, 2 years, whatever the Congress in its wisdom decided, there will be so much money from general funds that the Corporation can count on. It really runs to the stability.

Mr. BROWN. Can count on from the Congress?

Mr. CAREY. From the Congress; yes.

Mr. BROWN. Let me ask you the next question.

What can they count on from the administration? You see, Congress can authorize the money and can even appropriate the money, but the administration, the Bureau of the Budget being the determining body, doesn't have to spend it, does it?

Mr. CAREY. No. But if it were set up on a direct appropriation that might be true, and it wouldn't be true if you legislated, in effect, a mandatory payment into a trust fund. There isn't very much that even the Budget Bureau can do about trust funds.

Mr. BROWN. This is not what you are talking about here. You are not talking about trust funds, as I understand it. You are talking about the appropriation by the Congress. This was under your third possibility, the use of general revenues.

You suggest that the Congress should appropriate the money, make available the money, and precommit itself for 3 years.

Mr. CAREY. Into a trust fund. That is what it says.

Mr. BROWN. What about the administration's control of the ability to put general revenue funds into a trust fund? This is general revenue. This is not a tax that goes directly into a trust fund. This is general revenue appropriation, as I understand, and, as I understand, there is a distinction. Will the administration have no control over this?

Mr. CAREY. The administration in the short run wouldn't have control. The administration would have a voice, however, at, let's assume, 3-year intervals to reconsider both the mechanism of funding and the merit and scale, and dimension, of the funds.

So we would have our lick at it at the same time the Congress did, if this kind of an alternative were adopted. The administration, the executive branch, wouldn't be completely out of the action any more than the Congress would.

Mr. BROWN. You are avoiding the point I am trying to hit on, of course, and that is whether or not the administration would have control in the final analysis over the expenditure of the funds that are either within the trust fund or the placement of those funds in the trust fund.

Mr. CAREY. I see what you mean. I am sorry.

Mr. BROWN. The President did not control the expenditure of funds under the highway trust fund?

Mr. CAREY. He had something to do with the rate of commitment of funds under the highway trust fund. But I don't think he would have any control over particular highway projects. I don't think the administration wants any part of control over the grants and contracts that the Corporation would make.

Mr. BROWN. He had a slowdown of the expenditure of highway trust funds, did he not?

Mr. CAREY. Yes, sir.

Mr. BROWN. Is that possible in this; that is, in the recomendations you are making, or considering here?

Mr. CAREY. I can't see that kind of control here, Congressman.

Mr. BROWN. I do think it is a point of some interest because it makes a difference to me as a Member of Congress whether you are expecting Congress to authorize an open-ended expenditure of money, and

yet the President has the possibility of controlling ultimately the expenditure of that money. To me, that removes the eminent trustees of the Public Broadcasting Corporation from congressional control, but does not necessarily free them from administrative control by the President.

Now, if I can go to one other point, it is suggested that if we had the operation financed by the taxation on gross revenues of commercial broadcasters, that "a large share of such a tax would be passed on to consumers through increases in the price of products advertised on the broadcast media." Where are you suggesting that the other share besides the larger share would come from?

Mr. CAREY. I would like my colleague from the Treasury to try to answer that one.

Mr. BRANNAN. I might call your attention to the fact that we say simply that it is possible that a large share of such a tax would be passed on in this way.

Mr. BROWN. Under what circumstances is it possible?

Mr. BRANNAN. It might affect the price charged by TV stations, or it might be absorbed to some extent by the advertisers, or it might be shifted on in the price of the advertised products. These are questions that would depend on the market structure in those cases where some further long-run study would be appropriate, if we wanted to say more about it.

Mr. BROWN. I would like to submit to you, sir, without trying to develop the point—because we apparently are anxious to hurry on to the next witnesses—that any business operation, whether it be a commercial television station, a radio station, or an advertiser on that station, that is unable to pass on additional taxes to the consumer isn't likely to stay in business too long because his profit shrinks and he will leave the field in the face of competition that is making a better profit.

I can't see how you can suggest that a large share or any share of a tax is going to be passed on. It is probably all going to be passed on, in point of fact. It seems to me rather practical business.

Mr. CAREY. I don't know that we can predict that. It may well be that some part of this might be borne as a goodwill item, an expense of business goodwill.

Mr. BROWN. Let's go to the final point I would like to pursue with you at some length, but apparently will not be able to do so.

If the Federal Government is in some financial difficulty and has priority problems, as was suggested by the gentleman from Michigan, of which this may not rank very high, if the burden, as suggested by the gentleman from North Carolina, on the manufacturers of television sets and on the consumer is too heavy for practical application, I am surprised that you haven't suggested the possibility of a pay television arrangement with ETV. Is this practical?

Mr. BRANNAN. I have not studied that in particular detail. It is probably worth looking at.

Mr. CAREY. I think if I could comment a little bit, Mr. Brown, I don't know that we have ruled that out for all time as an alternative, but at the present stage, giving you a personal reaction for what it is worth, what we are trying to do and what we thought Congress wanted to do in enacting this important legislation was to maximize the improvement in quality of public broadcasting, and to do it in a way that it

would be easily available to anyone who chose to tune in on it, rather than to have to limit it to those who had the capability, the resources and so forth, particularly those maybe in our society who need it most having to depend on their personal resources in order to buy it.

I would personally have some intellectual difficulties with that proposition, but that is just a personal view.

Mr. BROWN. I would say it would be possible that we might produce "My Fair Lady" on Saturday nights for people who would like to pay the difference, which is also cultural, for the opportunity to watch the Boston Symphony free on Sunday night, and that balance might be worked out between the two.

I have no further questions.

Mr. MACDONALD. Thank you very much.

Mr. CAREY. Thank you very much, Mr. Chairman.

Again, we appreciate the opportunity to be here and hope that the bill will be reported out favorably.

Mr. MACDONALD. Thank you.

Our next witness will be Mr. James Robertson, chairman of the executive board of the National Association of Educational Broadcasters.

STATEMENT OF JAMES ROBERTSON, CHAIRMAN, EXECUTIVE BOARD, NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS; ACCOMPANIED BY CHALMERS H. MARQUIS, EXECUTIVE DIRECTOR, EDUCATIONAL TELEVISION STATIONS DIVISION; AND NORMAN JORGENSEN, COUNSEL

Mr. ROBERTSON. I am James Robertson, chairman of the executive board of the National Association of Educational Broadcasters, and director of educational communications, University of Wisconsin.

With me are Mr. Chalmers H. Marquis, executive director of the educational television stations division of the association, and our attorney, Mr. Norman Jorgensen.

The association for which I speak is the professional association of institutions and individuals engaged in educational radio and television. Its membership consists of universities, colleges, schools and nonprofit corporations which operate educational radio stations, educational television stations, and closed-circuit and 2500 mHz television systems. It also represents over 2,600 individuals who are involved in educational applications of radio and television.

In its appearances before committees in both Houses of the Congress, the NAEB has given detailed testimony in support of all three titles of the Public Broadcasting Act of 1967. At each step of the act's progress through the Congress to the desk of the President, we have applauded the dedicated and exhaustive study and support which the act has received from the Congress. And we here state again our strong endorsement of the Public Broadcasting Act—its purposes, principles, and processes.

We have stated, and we state again, our belief that the three titles of this act represent a unified program for the extension of an effective, independent, financially sound, noncommercial broadcasting system to all parts of our country.

We have urged the continuation of the program of the Educational Television Facilities Act of 1962 and applaud the inclusion of radio

in its matching-grant program for facilities construction. Title I accomplishes this purpose.

We recognize at the same time that facilities provide only the technology, and that to be truly effective these facilities must be used to broadcast programs of substance, quality, and depth. To do so, a new device is needed in order to provide to every noncommercial radio and television station new opportunities to create and to share in that kind of diverse and significant programing.

Title II of the act, in creating the Corporation for Public Broadcasting, accomplishes that goal. We are aware that no plan for permanent financing of the Corporation for Public Broadcasting has been put forward to the Congress. We are confident, however, that those designated by the President to develop such plans will arrive at satisfactory proposals for this purpose in due course.

We have wholeheartedly agreed that a study of the instructional uses of radio and television should be undertaken to help clarify in what ways instructional broadcasting pertains to education, and to determine whether and what Federal aid should be provided. Title III establishes such a study.

We look forward eagerly to cooperating in its research. Its findings will set new horizons and suggest new opportunities for effective service to the Nation by educational broadcasting.

We emphasized not only our total support for this integrated program of construction, usage and research, but, even before the creation of the Carnegie Commission, the urgency of its need. Noncommerical, educational broadcasting can only progress with the aid this act promises. It will be given new life and new opportunities for service to the continuing education of our citizens by implementation of the Public Broadcasting Act at the earliest possible moment.

The Carnegie Commission's report, the President's 1967 state of Union message, the 1967 conference of educational broadcasters and their governing boards on long-range financing problems, the introduction of the act and the speedy and enthusiastic response and support of the Congress to that act, the establishment of the National Citizens Committee for Public Television—all these events converged early in 1967 to create a wave of enthusiasm that promised to carry educational broadcasting a long way toward its goal.

Following the passage of the Public Broadcasting Act, stations and institutions across the country made plans for the establishment of new stations and for the improvement of existing ones. Private citizens, local governments and institutions, business and industry, followed the leadership shown by the Congress in adopting this legislation.

Funds were pledged from a variety of sources to match those which, presumably, would continue to be granted through the Federal facilities program. Complicated projects of planning and research were undertaken in the area of programing as well: Regional networks—in some sections of the country only a dream for many years—suddenly became visible realities with headquarters and staff and programing schedules. Thus, Congress created a new interest throughout the country.

A year has passed since the Public Broadcasting Corporation was launched in the Congress. There have been no funds available under

the facilities program for more than 8 months. Now it is proposed that the 1968 authorization of funds in the amount of $10,500,000 for the facilities program be discarded. More than $30 million in facilities proposals already filed at HEW must wait for consideration until 1969 when, hopefully, the $12½ million authorized for that year will be appropriated and some of these projects can be approved.

It is also proposed that the Corporation for Public Broadcasting be authorized funds for its establishment but not until fiscal 1969. The Board of the Corporation has been appointed and has been confirmed by the Senate. It is an outstanding and distinguished board. Articles of incorporation are being drawn up.

The corporation is eager to begin, now, the work which has been assigned to it by this committee and the Congress. But without funds it must stand aside. Planning is a practical impossibility.

The NAEB has been invited to come here today to speak to the single question raised by H.R. 15986: Should the authorization for the corporation be changed from fiscal 1968 to fiscal 1969?

Our answer is brief and obvious: The need is as real and present today as it was the day this Congress adopted the law we are examining here. All had hoped that the appropriation would come in 1968. Since that apparently is not going to happen, it must come in 1969, and as early as possible.

Therefore, we urge this subcommittee to report favorably on the amendment. The Senate has already passed the amendment. We hope that both Houses of Congress will act without delay, and that appropriation action will follow promptly.

But we cannot merely make this statement and turn away. We must also relate our deep distress over the probable loss of the $10,500,000 facilities funds. We must plead again the urgency of educational broadcasting's need, an urgency all the more acute because of the time already lost.

We have pointed out that more than $30 million in facilities project applications have already been accepted for filing by HEW. These represent the needs of over 62 applicants. Proposals from more than 20 other applicants have been received but cannot legally be accepted until title I is funded. These more than 80 applications repesent millions of dollars in local matching funds waiting to be put to work.

How long can these funds, pledged both to establish new stations and aid existing stations, be kept available? The fact is that these committed kinds of moneys frequently have limited life. Legislative funds can be granted only for a stated period, then lapse; and private funds, too, are often withdrawn when the project for which they were pledged begins to appear uncertain of realization. Project costs are frequently based on bids, and bids also hold firm only for a limited period.

Even more significant is the loss of momentum. Projects begun with the enthusiastic support of local individual volunteers and of State and local governmental bodies lose their direction and force when the Corporation for Public Broadcasting which Congress intended to point the way is not yet able to assume its responsibilities.

There is another loss in addition to these losses of Federal funds, local matching funds, momentum, and time. That is the loss in pro-

graming not yet more than dreamed of, directed to the needs and interests of the American people.

Locally, regionally, and nationally, educational radio and television broadcasters, aided by the Corporation, must reach out to the problems of our people, must furnish the means for realizing communication among peoples. America realizes today as never before that education cannot stop when schooling ends; that education in the context of our needs is not necessarily formal instruction.

Continued opportunity for continuing education in the broadest and most significant sense, in promoting community understanding, will be an important goal of the Corporation's programing responsibility. We are already late in meeting this goal; further delay is unthinkable.

We reiterate, and incorporate herewith by reference, all of the supportive testimony which we and many others have submitted in earlier hearings on the Public Broadcasting Act. If the authorization cannot be realized in 1968, then it has to be 1969. The need is now.

You will note in reviewing my statement that there is a great note of urgency, which I think has not been brought out in the hearing this morning. I shall assume that the committee embers will note that in the statement.

I would like to give you one more statement. I am from Wisconsin, though I am not a pleader for Wisconsin. That is the situation I know best. The story I am about to tell you is pretty much typical of situations elsewhere around the country with respect to the understandable delay in what has happened in these appropriations, both in terms of title I, which is an extension of the Facilities Act, and the Corporation for Public Broadcasting.

The momentum which was generated by this committee and by others in the Congress by the passing of the Public Broadcasting Act last fall enabled a great deal of activity on the part of States and local groups all over the country last year.

In Wisconsin, we are pioneers in educational radio. We will celebrate our 50th anniversary next year, but there has been difficulty in establishing statewide educational television.

Thanks to the efforts of many of you on this committee in the passage of the Public Broadcasting Act, the Wisconsin Legislature, in the last hours of its session last December, passed on Educational Communications Act, authorizing the State to proceed with the establishment of additional educational television stations, arranged for $400,000 under long-term bonding for matching funds, engineering surveys, and so on.

A new board, responsible for both educational radio and educational television has been established and met March 1. I reported on the first meeting of this board to the major entity concerned with education in the State of Wisconsin, the Coordinating Committee for Higher Education in Wisconsin, on the 1st of March. My report was accepted. I won't go into the details of this.

The important point for this committee is, I think, that I was asked one question when I finished that report. The question came from Walter J. Kohler, former Governor of Wisconsin, now the chairman of this coordinating committee. Governor Kohler said:

I understand that now that we have passed this legislation and we are all set to go, the Congress hasn't acted with the appropriation. What is the story?

I did my best to explain the story. But I think this kind of mood is present, not only in Wisconsin but elsewhere, and this applies not only to title I, which I am concerned with in this story, but also to title II and the establishment of the corporation.

We have lost some momentum, and I think many of you gentlemen understand this. It was certainly the intent of the committee in its report—and I shall not take the time to go back and quote your own report—that all these matters of financing and so on, while not being set aside with no consideration, should be set aside until, appropriately, once the corporation is established and is in being, and can show some track record, it could be brought into focus.

The only other point I would like to make, Mr. Chairman, is that it seems to me, as a representative of educational radio and educational television broadcasters, that somewhere, at least in this morning's discussion which I have heard, we have somehow missed a point.

There has been, quite properly, a concern over the moneys appropriated for the purposes of this act and the problems which the Congress finds itself faced with in terms of Vietnam, the cities, gold, and all of the rest of the problems besetting our country. I think the fundamental point which most of us would wish to make to you gentlemen is that a democracy, which is our form of government, does not act effectively unless its citizens understand what these issues are about.

Mr. Macdonald. Sir, before we get into that, and I think we have been around the bush several times, to quote Mr. Brown, if you would just read the bill, the bill before us is not the Public Broadcasting Act. It merely states that we strike out 1968 and insert 1969.

So, all of these philosophical discussions about whether this bill is a good bill or a bad bill, or what is in the bill, all of that, seems irrelevant to me.

I hope you will confine your remarks, as I tried to have the members from Budget, Treasury, and HEW, to that, it would be helpful. Nothing else is before us. We have already passed the bill.

Mr. Robertson. I couldn't agree with you more, Mr. Chairman. It is now the law of the land. The sole issue is whether 1968 gets changed to 1969.

Mr. Macdonald. Right.

Mr. Robertson. I would only add a sentence or two to say that I would like to strongly second or emphasize two points that Mr. Hughes, from the corporation, made.

That is, that the corporation now being in being will be very much affected by the rapid action of this committee and of both Houses of Congress, not only in passing this bill that is before you, but the subsequent appropriations for the corporation in two ways.

Congressman Springer mentioned earlier the importance of the makeup of the board. That has been done, I think, to most peoples' satisfaction.

The next most important thing is the selection of staff. We all know that when we try to find excellent people to take responsible positions, whether they are really interested in doing this or not is, in part, a matter of what dollars are available, what confidence is put into this.

I think that a rapid action on the part of this committee on this amendment and subsequent appropriations for the corporation will enable this new, excellent board to find the kind of staff that it needs.

Second, that such action also will encourage the corporation members and will make manifestly easier for them the job of securing private funds. From the very beginning there has been the argument, quite properly, that the funds this corporation has at its disposal should be both public and private.

I could go into that from my experience. I know there are many national and regional groups that look with favor upon the establishment of the corporation as a place where they can put their dollars to help all of public broadcasting rather than contributing specifically to one station or another.

That, in essence, Mr. Chairman, are the points I would like to make.

Mr. MACDONALD. Thank you very much.

Our next witness is Ben Kubasik of the National Citizens Committee for Public Television.

STATEMENT OF BEN KUBASIK, EXECUTIVE DIRECTOR, NATIONAL CITIZENS COMMITTEE FOR PUBLIC TELEVISION

Mr. KUBASIK. My name is Ben Kubasik, executive director of the Citizens Committee for Public Television.

Thomas Hoving is chairman of the National Citizens Committee for Public Television. Mr. Hoving would have been here today were he not abroad on business in his capacity as director of New York City's Metropolitan Museum of Art.

I am here today to speak on behalf of the 120 distinguished Americans who comprise the committee and, by extension, those millions of Americans who anticipate change in broadcasting through public television and public radio.

The Citizens Committee is growing. More individual Americans are being asked to join. Thousands of other citizens are serving in auxiliary capacities to the national committee. These include members of national organizations and associations as well as participants in presently constituted and newly forming State and local organizations aiding in the growth of public broadcasting.

I urge on their behalf the immediate amendment of the Public Broadcasting Act of 1967 to allow the $9 million authorized to finance the Corporation for Public Broadcasting to carry over into fiscal 1969.

We obviously would have preferred that the initial intent of the Public Broadcasting Act of 1967 had been carried out. This would have meant that $9 million would have been made available to the Corporation for Public Broadcasting for fiscal 1968. And that the $10.5 million in facilities and new construction moneys would have been made available to stations in fiscal 1968.

By saying this, I am reiterating the unanimously passed resolution put forward by the National Citizens Committee at its first annual membership meeting, held only a month and a half ago in New Orleans. If no objection, I would like to submit for the record both the resolution and a list of the committee's membership. (See pp. 39–42.)

In the resolution, the committee hailed the Congress for passing the Public Broadcasting Act of 1967 and noted that by its action the

Congress "recognized * * * that a public broadcasting service could more fully meet the educational and cultural needs of the Nation."

In urging Congress to reaffirm its commitment to the Public Broadcasting Act of 1967 as passed and to appropriate the full amounts for fiscal 1968 as authorized, the committee in its resolution stated:

> To settle for less, at this critical moment, could do serious harm to the development of the Corporation for Public Broadcasting and the continued growth of strong local stations.

The $10.5 million facilities moneys alone, which was to have been appropriated for fiscal 1968 and was properly expected by educational broadcasters and their audiences as a simple extension of the Educational Television Facilities Act of 1962, are desperately needed by the educational stations of this country. Already, there are project requests into the Department of Health, Education, and Welfare for funds 3½ times the amount that was to have been, but as yet has not been, appropriated for fiscal 1968. The needed moneys for educational station facilities are mounting at the rate of almost $20 million per year, while no money is appropriated for them.

The committee strongly holds that the $10.5 million in facilities moneys should still be appropriated for fiscal 1968. The Corporation for Public Broadcasting must inherit the strongest possible system of educational television stations for it to service in the public interest.

The committee has no desire to divorce itself from the multitudinous problems this Nation faces. The committee exists, in point of fact, to foster a broadcasting system that will help this Nation better to face, understand, and solve these problems. Where Federal funds are unavailable because of emergency budgetary considerations caused by the difficulties in which this country finds itself, the committee reluctantly can understand delay.

Even so, there are several points in conjunction with the funding of the Corporation for Public Broadcasting that we believe must be made with precision. A public broadcasting system of the breadth envisioned in the Congress' 1967 act cannot get fully underway until Federal moneys begin to make it possible.

Such a public broadcasting system, at this point in our history, could do much to report and clarify the issues which threaten to tear this Nation apart. The fact is that any delay in starting a strong, healthy, and productive public television system on its way keeps our national communications from taking on a form that is absolutely essential to this Nation's well-being.

Only through the offices of the Corporation for Public Broadcasting, according to Congress' own definition in the Public Broadcasting Act of 1967, can all the activities that a strengthened public television this country needs be accomplished. It is imperative, from the committee's and the country's point of view, that the Corporation get started to—

> Facilitate the full development of Public Broadcasting.
>
> Be the body to assist in the establishment and development of noncommercial television and radio stations.
>
> Make funds available for production of programs of high quality for noncommercial broadcasting.
>
> Obtain grants from various sources and make payments to local stations for programing and other costs of operations.

Arrange by grant or contract for interconnection facilities at the free or reduced rates which the communications common carriers are permitted by the act to provide.

Engage in activities that will assure maximum freedom of the system and its stations.

Have final responsibility for recommending a permanent financing plan for public broadcasting.

The committee backs these roles of the Corporation for Public Broadcasting. Through its public information efforts and through special studies, such as one on financing recommended by its members to be made expressly for the Corporation, the committee will do all it can to see that the Corporation move ahead expeditiously. But the Corporation cannot move ahead as it should until its initial, minimal $9 million in Federal moneys are appropriated.

For all the reasons I have enumerated, I believe it unlikely that the committee would on another occasion willingly accept any further delay in getting public broadcasting going. The committee expects that public broadcasting—or at least that tiny footpath which is really what we are talking about here today that can lead to a full-fledged public broadcasting system in this country—must at last begin to move in the directions laid down by the Congress in the Public Broadcasting Act of 1967.

In summation, the citizens committee believes that the $10.5 million in facilities moneys still must be appropriated for fiscal 1968.

The committe urges that the amendment being considered here today be approved.

Further, the committee asks that the full sums of $9 million for the Corporation—as well as the $12.5 million for facilities called for in the act for fiscal 1969—be appropriated as quickly as possible.

I thank you.

(The attachments referred to follow:)

RESOLUTION ADOPTED UNANIMOUSLY FEBRUARY 12, 1968, BY THE NATIONAL CITIZENS COMMITTEE FOR PUBLIC TELEVISION

The President proposed and the Congress, through bipartisan support, enacted the Public Broadcasting Act of 1967.

The Act has three main provisions: Title I, which extended construction grants for educational broadcasting facilities and authorized an appropriation for the current fiscal year of $10.5 million; Title II, which created the Corporation for Public Broadcasting and authorized an appropriation until expended of $9 million; and Title III, the instructional broadcasting study for which funding provisions have been made.

Both the Administration and Congress recognized by their action that a Public Broadcasting service could more fully meet the educational and cultural needs of the nation.

The provisions of this astute legislation have been hailed unanimously by educational television stations, National Educational Television, the Educational Television Stations Division of the National Association of Educational Broadcasters, educators, the members of the Carnegie Commission and the National Citizens Committee for Public Television.

Today the House Appropriations Committee has before it a budget request for $4 million to finance the Corporation's initial activities. No request for funds for Title I has been made for 1968.

The Committee believes that Congress' initial judgment on the minimum necessary funding was sound for Titles I and II. Further, the authorization inspired substantial contributions from the private sector.

To settle for less, at this critical moment, could do serious harm to the development of the Corporation for Public Broadcasting and the continued growth of strong local stations.

The National Citizens Committee urges Congress to reaffirm its commitment to the bill as passed and appropriate the full amount as authorized.

MEMBERS OF THE NATIONAL CITIZENS COMMITTEE FOR PUBLIC TELEVISION

[(T) indicates Trustee]

Shana Alexander (T): Journalist (bi-weekly column, "The Feminine Eye"), *Life Magazine*, Los Angeles
Fran Allison: Actress, Englewood, New Jersey
David Amram: Composer in Residence, Philharmonic Hall, New York City
Robert O. Anderson: Industrialist and rancher, Roswell New Mexico
Seth G. Atwood: President, Atwood Vacuum Machine Company, Rockford, Illinois; Past President, Young President's Organization
Thomas Ballantine: President, Louisville Title Insurance Company
Robert E. Bell: Vice Chairman, Wyoming Educational Television Commission, University of Wyoming, Laramie
Leonard Bernstein: Composer, conductor, New York City
Mrs. Rexford S. Blazer: Patron of the arts and education, Ashland, Kentucky
Donald Brayton, M.D.: Associate Dean, School of Medicine, UCLA, Los Angeles
Kingman Brewster, Jr.: President, Yale University, New Haven
Robert McAfee Brown: Professor of Religion, Stanford University, Stanford, California
Herbert B. Cahan: Vice President, Westinghouse Broadcasting Company, Inc., Baltimore; Chairman, Maryland Educational-Cultural Television Commission
Mrs. Edmund D. Campbell: President, Greater Washington Educational Television Association, Washington, D.C.
Paddy Chayefsky: Author, New York City
Kenneth B. Clark: Metropolitan Applied Research Center, New York City
Rabbi Seymour Cohen: The Anshe Emet Synagogue, Chicago; Past President, Synagogue Council
Sister Mary Corita: Professor of Art, Immaculate Heart College, Los Angeles
Bill Cosby: Actor, Beverly Hills
Howard T. Cox; President, Capital National Bank, Austin, Texas
Nina Cullinan: Patron of the arts and education, Houston
Jonathan Daniels: Editor, *The News and Observer*, Raleigh
Mrs. Moise W. Dennery (T): President, Greater New Orleans Educational Television Foundation (WYES–TV)
Owen Dodson: Professor of Drama, Howard University, Washington, D.C.
Carl J. Dolce: Superintendent of Public Schools, New Orleans
T. L. Donat, M.D.: President, North Dakota Educational Television Commission, Fargo
Rev. Robert F. Drinan, S.J.: Dean, Boston College Law School
Lee A. DuBridge: President, California Institute of Technology; Chairman, Community Television of Southern California (KCET)
Richard Eells: Professor of Business, Columbia University, New York City
Ralph Ellison (T): Author, New York City
William A. Emerson, Jr.: Editor, *Saturday Evening Post*, New York City
John H. Fabretti: Vice President, Planning and Administration, California-Western States Life Insurance Company; Chairman of the Board, KVIE, Sacramento
Mel Ferrer: Actor, Beverly Hills
Mortimer Fleishhacker, Jr.: Chairman, Precision Instrument Company; President, Bay Area Educational Television Association (KQED), San Francisco
Rev. William F. Fore: Executive Director, Broadcasting and Film Commission, National Council of the Churches of Christ in the U.S.A., New York City
R. Buckminster Fuller: Engineer. Carbondale, Illinois
Phillip Gainsley (T): Attorney, Minneapolis
John Kenneth Galbraith: Professor of Economics, Harvard University
General James M. Gavin: Chairman, Arthur D. Little, Inc., Cambridge
Edwin O. George: President and Director, Detroit Edison Company; President, Detroit Educational Television Foundation
Rev. Richard R. Gilbert: Chairman, Division of Mass Media, United Presbyterian Church in the U.S.A., New York City

Brendan Gill : Drama Critic, *The New Yorker* Magazine, New York City
Bryghte D. Godbold : Executive Director, Goals for Dallas, Dallas
Jacqueline Grennan : President, Webster College, Webster Groves, Missouri
Andrew Hacker : Professor of Government, Cornell University, Ithaca, New York
Joyce Hall : Chairman of the Board, Hallmark Cards, Inc., Kansas City, Missouri
Fred Harvey Harrington : President, University of Wisconsin, Madison
Michael Harrington : Author, New York City
Harlan H. Hatcher : Former President, University of Michigan, Ann Arbor
Samuel P. Hayes : President, Foreign Policy Association, New York City
Leland Hazard : Professor of Industrial Administration and Law, Carnegie Institute of Technology ; Honorary Chairman, WQED, Pittsburgh
E. William Henry : Attorney, Washington, D.C. ; Former Chairman, FCC
Jerome H. Holland : President, Hampton Institute, Hampton, Virginia
Thomas P. F. Hoving (T) : Director, Metropolitan Museum of Art in New York City
Alex Jacome : President, Jacome's Department Store ; Past President, Arizona Board of Regents, Tucson
Devereux C. Josephs (T) : Chairman of the Board, WNDT, New York City
Garfield I. Kass : President, Kass Realty Company, Inc., Washington, D.C.
Milton Katims : Conductor, Seattle Symphony Orchestra
Herman Kenin : President, American Federation of Musicians ; Vice President, AFL–CIO, New York City
David Lloyd Kreeger : Chairman, Executive Committee, Government Employees Insurance Companies, Washington, D.C.
Arthur B. Krim : President, United Artists Corporation, New York City
Ralph O. Langley : Attorney, San Antonio, Texas
Mrs. H. Gates Lloyd, III : Patron of the arts and education, Philadelphia
Arthur Logan, M.D. : Surgeon, New York City
Ralph Lowell (T) : Chairman, Boston Safe Deposit and Trust Company ; President, WGBH Educational Foundation, Boston
Myrna Loy : Actress, New York City
John W. Luhring : Regional Vice President, Union Bank ; President, Community Television of Southern California, Los Angeles
William P. Mahoney, Jr. : Attorney, Phoenix ; Former Ambassador to Ghana
Mrs. Bennett Martin : Patron of the arts and education, Lincoln, Nebraska
Mrs. Eugene McDermott : Patron of the arts and education ; Member, Women's Advisory Council, KERA/Channel 13, Dallas
Donald McGannon : President, Westinghouse Broadcasting Company, Inc., New York City
Ralph McGill : Publisher, The Constitution, Atlanta
Arthur Miller : Playwright and author, Roxbury, Connecticut
Newton N. Minow (T) : Attorney, Chicago ; Chairman, Chicago Educational Television Association ; Former Chairman, FCC
Maurice B. Mitchell : Chancellor, University of Denver
Robert Montgomery : Actor, New York City
Mrs. Jennelle Moorhead : Professor of Health Education, University of Oregon ; Former President, National P.T.A. ; Eugene, Orgeon
Frank B. Morrison ; Former Governor of Nebraska, Omaha
Hugo Neuhaus : Architect, Houston
Mike Nichols : Director, producer, Beverly Hills
Antonia Pantoja : Executive Vice President, Puerto Rican Forum, New York City
Rosemary Park : Vice Chancellor for Educational Planning and Programs, UCLA, Los Angeles
Rev. Everett C. Parker : Director, Office of Communications, United Church of Christ, New York City
I. M. Pei : Architect, New York City
Louis S. Peirce : Chairman, Educational Television Association of Metropolitan Cleveland
Ernest J. Philipp : President, Community Broadcast Council, Milwaukee
A. Craig Phillips : Vice President, Richardson Foundation, Greensboro, North Carolina
Gerard Piel (T) : President and Publisher, *Scientific American*, New York City
Norman Podhoretz : Editor, *Commentary*, New York City
Harold Prince : Broadway producer-director, New York City
Edward M. Purcell : Physicist, Harvard University, Cambridge, Massachusetts

Robert E. Quinn, M.D.: Chairman, Ohio University Public Television-Radio Advisory Committee, Athens
A. Philip Randolph: International President, Brotherhood of Sleeping Car Porters, New York City
Robert Rauschenbreg: Artist, New York City
Charles E. Reilly, Jr.: Executive Director, National Catholic Office for Radio and Television, New York City
Frank A. Rose: President, University of Alabama, University
Edward L. Ryerson: Honorary Charman, Chicago Educational Television Association (WTTW)
Carl E. Sanders: Former Governor of Georgia, Atlanta
Dick Schaap: Journalist, New York City
Susan Schmidt: Editor, *Colorado Daily*, University of Colorado, Boulder
Budd Schulbreg: Author, Los Angeles
Mrs. William H. Schuman: Chairman, Friends of Channel 13, New York City
Ty Scoggins: Manager, Personnel and Public Relations, Tidewater Oil Company, Los Angeles
Charles A. Siepmann (T): Professor Emeritus, NYU, New York City
Mrs. Arthur Skelton: Chairman, Washington State ETV Commission, Olympia
Mrs. David E. Skinner (T): Patron of the arts and education, Bellevue, Washington
Robert Smylie: Former Governor of Idaho, Boise
Philip M. Stern: Author, Washington, D.C.
Mrs. Robert J. Stuart: President, League of Women Voters of the U.S.A., Washington, D.C.
Maria Tallchief: Ballerina, Chicago
Allan Temko: Institute of Urban Affairs, University of California, Berkeley
Gus Tyler: Assistant President, International Ladies Garment Workers Union, New York City
Leslie Uggams: Actress, New York City
Eli Wallach: Actor, New York City
June Wayne (T): Director, Tamarind Lithography Workshop, Los Angeles
Caspar W. Weinberger: Attorney, San Francisco.
Leonard Woodcock: Vice President, United Auto Workers, Detroit
Robert B. Wright: Vice Chairman, Georgia State Board of Education, Moultrie
Paul A. Yetter: Vice President, Public Service Company of Colorado; President, Council for KRMA/Channel 6, Denver; Vice Chairman, Colorado Commission on Educational Television
Whitney Young, Jr.: Executive Director, National Urban League, New York City

Mr. MACDONALD. Mr. Harvey.

Mr. HARVEY. He has touched on the only question I had.

I noted that in both Mr. Robertson's statement and in Mr. Kubasik's statement, on page 4 of Mr. Robertson's and page 5 of Mr. Kubasik's, both of them emphasize what they really wanted was not only the $9 million that this bill covers, but the $10.5 million for facilities in 1968, and in addition to the $9 million for 1969, an additional $12.5 million for facilities in 1969.

Is that correct?

Mr. ROBERTSON. That is correct, sir. That is an endorsement of the action of this subcommittee, this committee as a whole, and of the Congress in the act which is now the law of the land.

Mr. MACDONALD. Gentlemen, we appreciate your coming this far and having such little time, but the bureaucrats consumed quite a lot of time. There is nothing much we can do about it.

I will recognize Mr. Brown. The House is in session.

Mr. Brown.

Mr. BROWN. Do any of you gentlemen have any idea what the ultimate total responsibility will be in this field? What is the total cost of the operation of the Public Broadcasting Corporation?

Mr. ROBERTSON. In order to answer Mr. Brown's question and also to save time, Mr. Chairman, I would suggest that all of this is in the

record of the past hearings. I don't believe there are any changes that anybody would suggest at this particular juncture.

Mr. MACDONALD. Out of courtesy, do you know the answer, just to give it to him?

Mr. ROBERTSON. You are asking for the total amount for the Corporation for Educational Television?

Mr. BROWN. The functioning corporation.

Mr. ROBERTSON. The Department of Health, Education, and Welfare had provided for the corporation a projection which is found on page 53 of the committee's former report by fiscal years, starting with $9 million in fiscal 1968, and running up to $120 million in 1973, with the comments that the long-range corporation budget is not expected to exceed $160 million by about 1980.

Mr. BROWN. That is the answer I wanted.

Would you react to the suggestion of a possibility of a combination of subscription or pay television with a tax on broadcasters? The tax on broadcasters has some built-in thermostat because if ETV can be considered to be competitive with commercial broadcasters, then when the commercial broadcasters don't do so well because of the fluctuations in the economy, presumably ETV would have less money to operate on, too. And, you wouldn't be tied to a quixotic Federal Government, either in the Congress or in the executive branch. Could you comment on that?

Mr. ROBERTSON. I would be glad to, Mr. Brown.

I would say in answer to your comments that these are the kinds of considerations which educational broadcasters generally are in the midst of studying.

I don't think any one of the suggestions that has been made, including pay television, should be thrown out. There are specific objections and specific strengths in all of them, but I don't think we are prepared to say yet precisely the plan we would support.

Mr. BROWN. When do you think you will be prepared?

Mr. ROBERTSON. I think we need to see some action on the part of the Public Corporation.

Mr. BROWN. Roughly. One year, 5 years, 20 years?

Mr. ROBERTSON. One year.

Mr. BROWN. Thank you.

Mr. MACDONALD. Thank you, Mr. Brown.

Mr. BROWN. Have any of you read a statement made by Federal Communications Commissioner Robert Lee on January 26 on the responsibility of stations in news presentations, made to a conference held at the continuing education center at Notre Dame University?

Mr. KUBASIK. I heard reports of it, but not the full statement.

Mr. BROWN. Mr. Chairman, I would like to ask that the statement be placed in the record at this point for the interest of the members of the committee.

Mr. MACDONALD. Without objection it is so ordered.

(The statement referred to follows:)

REMARKS OF COMMISSIONER ROBERT E. LEE, FEDERAL COMMUNICATIONS COMMISSION, CONFERENCE AT THE CONTINUING EDUCATION CENTER, NOTRE DAME UNIVERSITY, SOUTH BEND, IND., JANUARY 26, 1968

RESPONSIBILITIES OF STATIONS IN NEWS PRESENTATION

A network commentator, covering the 1964 Convention, spotted a civil rights demonstrator who had prostrated herself on the convention floor. He told the

Control Room Director who replied that it would be a few minutes before he could put him on the air. When the commentator asked the woman how long she planned to remain there, she raised her head slightly and asked "How long would you like?" The responsible judgment of what constitutes news is most demanding on the TV news media. I believe this requires something more than a beard and a guitar. Are they looking for news or viewers? I think you should look for news.

"When people see it on TV they are experiencing it for themselves" said Fred W. Friendly, one time head of CBS News and now Professor of Columbia University Graduate School of Journalism. "It must be true, the viewer feels because he is seeing it. We cannot tamper with that trust or we will lose everything." NBC issued a directive last summer stating that no newsman is to "arrange", "modify", "stage", "schedule" or "re-enact a news event. I believe most radio and TV stations now have similar instructions or an operating policy. Like all rules, there are exceptions which require responsible judgment. Clearly there would be no problem when a presentation to an honored guest is re-enacted.

But should a newsworthy person be asked to walk fast or slow to better cover a demonstration in the background? What if background music or applause is added to a program? Consider the cameraman who missed filming a hoodlum demonstrator throwing a rock through a window. Fortunately the broadcaster has already answered most of these questions and presents the event unchanged as it happened. This responsibility assumed by broadcasters is no accident; it is their direct recognition of the right of free speech granted by our Constitution, which right has repeatedly been reaffirmed by the Courts, the Communications Act and the Rules and policy of the Federal Communications Commission.

The freedom enjoyed by the broadcast news media is not absolute. It is difficult at best to focus on a human being or event which pre-supposes that an initial decision has tentatively been made and that this particular person or event is newsworthy. TV coverage even though entirely complete and accurate can, because of lighting, camera angle and other technical factors, completely distort the news. Thus there is the responsibility of reporting pictorially, what was said or done, without technical distortion.

In this and other respects, the broadcast media is at a disadvantage with the print news media. The print media enjoys the luxury of evaluating the newsworthiness of a President's statement or other important event after it has occurred rather than carrying them as they occur. Consider coverage of an automobile race, live on TV. Normally you would expect to film the skill of the drivers with possibly the main event being an interview with the winner. But what if the main event is a tragic and painful death? The TV newsman here must make an instant decision which balances the public's right to know consistent with good taste and the mores of the times.

When TV seeks to cover an important national figure, conditions *may* apply which would not apply equally to the print news media. Recently this entire matter was brought to the public's attention when Richard S. Salant, President of CBS news, frankly told viewers that an interview with the President had been subject to some degree of control from the White House. TV coverage may often involve the power of some degree of veto as a pre-determined condition of the interview.

There are also situations in which the very nature of TV coverage require the newsman to be conversant in either local, national or international affairs. On-the-spot radio or television news coverage may inadvertently jeopardize a delicate local, national, or international situation. A delay in reporting such an event may properly be indicated. I do not classify this as censorship. It simply reflects responsible self-discipline in making judgments based on a great deal of experience and professional integrity on the part of the newsman.

TV has an added hardship in that it serves both as a news reporting medium and platform for various political views. Unlike the editorial section of a newspaper or magazine, the TV viewer is not always able to emotionally or intellectually distinguish between the two. TV bears a responsibility in news presentation which is greater than any others news media before in our history. Mistakes have been made and will be made in the future. However, the Broadcast News media on the whole has met, in my opinion, and dealt with each new challenge as it appeared. This has been accomplished through the broadcasters' self-imposed code. This responsible approach is the only way the forward looking responsible broadcaster maintains the rights granted him by our Constitution and the corresponding duty which any right involves.

We now have a new factor to deal with. This is the ETV station and the support it will receive from the newly created and as yet unfunded Public

Broadcasting Corporation. I believe that the proper acceptance of the ETV station can bring a new dimension to both the commercial and ETV stations.

Network and locally originated news has matured and, in my opinion, performs a very, very good job. I see no reason why ETV stations under the Public Broadcasting Act should compete in the area of regularly scheduled hard news. The ETV station can perform a worthwhile service in analyzing the news, panel shows and editorials in depth.

I recognize, of course, that there is no such proscription in the enabling legislation and as a matter of fact, the Carnegie Report which is the catalyst of the Public Broadcasting Act makes much of the contribution that they may make in the area of live news. On reflection, I merely indicate my concern with such programming *not* because I would not trust the integrity of the PBC broadcaster but rather because I believe live news may carry the appearance of bias from a government sponsored corporation. Unhappily, human nature is such that bias is defined as that with which one disagrees.

As I read the debate on the Public Broadcasting Act of 1967, however, I am struck with the legislative intent of not creating competition to the existing broadcast structure but rather to provide a new and exciting choice to the discriminating audience.

With the Board of Directors appointed by the President and the use of Government funds, it is difficult indeed to look at ETV as a completely non-government function.

Actually, in this area of financing ETV broadcasting, I believe that significant financial contributions from commercial stations may result in substantial benefits to all parties, including the public. I have considered various proposals for government and private support, including the excise tax of 2–5% on new TV set sales and charitable contributions by commercial broadcasters, private industry and various foundations.

I feel that industry support of ETV should properly be considered a business expense of the commercial broadcaster. I have from time to time attempted to create a dialogue on an idea I have had. I might as well try it on you. All broadcast stations are licensed to serve in the public interest. This has been interpreted as including a concern with the type of programming that a proposed station intends to "air" to "serve the needs of the community."

The concern of the Commission with programming vis-a-vis a prohibition against censorship has been a complex administrative problem. It seems to be resolving itself into a deep concern with the expertise of the licensee in the programming area. The Commission concern is to insure that the licensee is indeed an "expert" in the needs of the community and how these needs are being served by competing media. When analysis shows him a void that he can fill by his programming schedule, he files his proposal with his application. The Commission properly quizzes its licensees as to what they have done to make themselves "expert" and having reached affirmative judgment, largely relies on the programming proposals submitted by the applicant. Thus, it becomes the licensee's "promise" against which is measured his "performance" at renewal time at a later date. One caveat. It would be unrealistic for the commission to bind the licensee to his precise promise for a three-year license period. New media enters the market, the effect of which the licensee analyzes to determine what, if any, programming changes he should make to tailor his so-called "void." After notification to the Commission, this amends his original proposal. Thus we have, for example, stations which program all news, religion, ethnic, advertising and music. This presupposes that the licensee survey has shown the totality of other broadcasting media provides the community with well-rounded programming.

The basic problem with commercial broadcasting today is the intense competition for a small amount of broadcast time. There are only 18 hours at most in the full broadcast day. Actually, given our living habits, there are only three or three and a half hours—usually from 7:00 to 10:30 P.M.—when most adult human beings find it convenient to watch television. The broadcasting networks and broadcasting stations are in an enormous competition simply to deliver the largest possible audiences during this time segment. With the exception of the 7 o'clock news programs on some stations, the *general* public generally has no choice but to watch the mass appeal programs. At the risk of being inconsistent with my previous remarks, I might say that on Sunday night even the news programs are somewhat curtailed. Moreover, only a minute or two can usually be given on the news programs to, say, a major report on a very basic issue—a report to which even the small newspapers would give a thousand

words and which would be reported in full in some newspapers and magazines. In brief, on most evenings the average citizen who wishes to be better informed or to stretch his mind a bit or even dip into the best in our culture has no opportunity to do so—he is deprived of choice.

The educational station in a service area is a part of the media that the licensee analyzes. To the extent that the educational station is airing special interest viewing, it may not be necessary for the commercial station to carry as much of this type programming as might otherwise be necessary to "meet the needs of the community."

Thus it seems to me, the commercial station has a selfish motive in insuring the continuation of a viable educational station, and limiting his obligation to carry programs that he cannot sell. By appropriate encouragement, he might be persuaded to undertake an annual contribution to the station, in his budget, to insure that the educator stays on the air for a full program schedule. Under this reasoning, he should be able to charge off such contributions as a business expense. To this extent both the responsible commercial and educational TV stations serving the same community can better allocate their prime time evening hours. For example, the commercial station could provide greater depth in its regular hard news coverage realizing that the in depth analysis need not be provided because this is the function of the adequately financial ETV station. As a matter of fact, on a current basis, there is a possible marriage between commercial and ETV television stations. (I hope one or the other will not get pregnant.) ABC has already announced that it does not intend to cover the Republican and Democratic Conventions from gavel to gavel. I do not see why all networks could not cooperate and financially support the ETV coverage from gavel to gavel. The networks would then be free to monitor the entire conventions and select for presentation what they choose. Also any member of the public, would have a choice to view the entire proceedings over ETV.

A commercial station can, of course, make a tax deductible charitable contribution to an educational station. However, I find that revenue regulations limit tax deductible charitable contributions of all kinds to 5% of the companies' taxable income and this could be a limiting factor on the amount the commercial station could contribute to the educational station. If my reasoning is sound, it follows therefore that support should be given to a proposal to regard these contributions by commercial stations to educational stations as a business expense. The presentation of news over broadcast media has now become one of the public's primary sources of news. They want more of it and they want the details which are not possible with headline or capsule news presentation. They also want to know what the other fellow thinks.

One of the matters you will be discussing in this National Television News Conference is a new element—public opinion polling. Regardless of the judgments you may reach on the merits of television polling, I welcome the broadcasters use of new methods to inform the public. From what I can observe, the public opinion is not without problems. Students could have a ball loading the results. They can have one group repeatedly call in with a "yes" vote and another group with a "no" vote. This not only distorts the public's view but also may deny the vote to someone with a genuine interest in the issue. It is also possible for special interest pressure groups to alert their membership and insert an unknown loading factor. Many other statistical inaccuracies can creep into such polls. Time Magazine in its October 20, 1967 issue cited an example of one city having inconsistent votes on related questions and that one station discontinued its poll when 82% of the listeners indicated they believed poll results invalid. In essence, the question is "Do broadcast polls or poll results constitute news?" The broadcaster is aware of the problems and his response is an automatic caution signal.

The broadcast industry has and must in the future assume responsibility for the news its presents. Our system will simply not permit or tolerate news to be presented under the auspices of the government. Yours is the responsibility to accurately report the news. We both have a responsibility to make sure this right is not diluted. This requires a great deal of mature common sense.

If your judgment is to program these polls, so be it. I would caution disclaimers as to results and I would certainly coordinate closely with your local telephone company to insure that local communications are not jammed particularly those involving safety of life and property. There have been some specific examples of this problem.

Mr. MACDONALD. Mr. Kornegay.

Mr. KORNEGAY. Mr. Chairman, I have done my share of chasing rabbits this morning. I have no questions, but I would like to say I'm going to vote for the bill.

Mr. MACDONALD. I think the majority will.

Thank you all very much.

The hearing is concluded.

(The following resolution was submitted for the record:)

RESOLUTION ON PUBLIC BROADCASTING ADOPTED BY THE GENERAL BOARD OF THE NATIONAL COUNCIL OF CHURCHES, FEBRUARY 22, 1968

The Public Broadcasting Act of 1967 is a significant step toward realizing the full potential of non-commercial broadcasting. We therefore, commend the Congress for its vision in establishing a system of public broadcasting through a private corporation, and express our appreciation to the Chairmen of the House and Senate Interstate Commerce Committee and to other persons who worked diligently for the passage of the Public Broadcasting Act.

We support the continued development of Public Broadcasting as a major educational force in American life. We believe that Public Broadcasting can and should provide a program service that will analyze and interpret the dominant aspects of American culture, including the arts, religion, economic and social life, science and technology, government, law, and democratic institutions and practices. We especially support the potential in Public Broadcasting for providing educational cultural, public affairs and entertainment programs for specialised audiences.

We believe that such a broadcast service will contribute information and interpretation on issues which the people of this country are facing, or will face, the provision of which is essential to the maintenance of an informed electorate.

We recognize the valuable role of Public Broadcasting in making possible equal educational opportunities for all citizens, through formal educational courses, and additionally, its service to the public as a means of continuing education for everyone who has completed his formal education.

Finally, we call the attention of our member communions to the need for widespread citizens support of this venture, and encourage public and private funding of both the Corporation for Public Broadcasting and educational broadcasting stations in local communities.

(Whereupon, at 12:20 p.m., the subcommittee adjourned.)

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A division of

EDUCATIONAL TELEVISION STATIONS

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

PHONE: 667-6000 • 1346 CONNECTICUT AVENUE • WASHINGTON, D. C. 20036

May 17, 1968

TO: NAEB Board of Directors and Officers

cc: Michael E. Hobbs, Chalmers H. Marquis, Lewis Rhodes, H. Holt Riddleberger, Jerrold Sandler

FROM: Mr. C. Scott Fletcher, Executive Consultant

As promised I am sending you the biography of Mr. Frank Pace, Jr. as it appears in Who's Who in America.

After reading this you will be able to appreciate more readily what a distinguished career he has had in both private and public service in this country and abroad. Some of the members of the ETS Board of Directors received this biography in New York on April 21 when he made a formal appearance to all those present at ETS Day. Consequently and also because of the nature of the small dinner party at the Congressional Country Club, it was decided that on this occasion his introduction should be both informal and anecdotal in character.

We are indeed fortunate to have Mr. Pace as chairman of the Corporation for Public Broadcasting. He hopes to receive from all radio and television stations the same type of cooperation he is determined to extend to all of them. I am sure he will not be disappointed. You will be seeing and hearing a great deal from him and his prestigious fellow directors in the years to come.

Best wishes.

BIOGRAPHY OF FRANK PACE, JR.
Copied from
WHO'S WHO IN AMERICA

Corporation executive; born in Little Rock, Arkansas, July 5, 1912; son of Frank and Flora (Layton) P.; A.B., Princeton, 1933, M.A., 1950; LL.B., Harvard, 1936; LL.D., University of Louisville, 1950, Dartmouth, Syracuse University, Temple University, University of Arkansas, 1951, Northland College, 1956, Adelphi College, 1958, West Virginia University, 1959, Columbia University, 1960, Norwich University, 1960; D.Sc., Lafayette College, 1952, Clarkson College; L.H.D., Washington College,1955; married Margaret Morris Janney, November 22, 1940; children--Paula Layton also Priscilla Janney, Margaret Morris. Admitted to Arkansas bar, 1936, and practiced law in Arkansas, 1936-42; assistant district attorney, 12th Judicial District, Arkansas, 1936-38; general attorney Revenue Department, Arkansas, 1938-40; member law firm of Pace, Davis and Pace, 1941-42; special assistant to attorney general U.S., taxation division 1946; executive assistant to postmaster general U.S., 1946-48; assistant director Bureau of Budget, 1948-49, director, 1949-50; secretary of army, 1950-53.

Past chairman, chief executive officer, director General Dynamics Corporation; chairman Canadair, Ltd., American Fidelity Life Insurance Company; chief executive officer International Executive Service Corps, New York City, 1964---; director Electronic Specialty Company, Rawlings Corporation, Carriers and General Corporation, Dividend Shares, Inc., Nation-Wide Securities Company, Bullock Fund, Ltd., Putnam Trust Company, Colgate Palmolive Company, Continental Oil Company, Eurofund, Inc., Time, Inc.; member Uptown advisory board Bankers Trust Company, Chief U.S. delegate Conference Postal Experts, Paris, 1947; rep. Universal Postal Union at United Nations, 1947-48, vice president Paris conference Chairman, member NATO Defense Ministers Conference, Brussels, 1950, member conference Can. and Italy, 1951; chairman American council NATO, 1957-60, director, 1960; vice chairman President's Commission on National Goals, 1959-60; member President's Council on Youth Fitness; past president, chairman council NATO; member Foreign Intelligence Advisory Board; member executive committee Greater New York Council Boy Scouts of America; national board Boys Clubs' of America; member corporation Greenwich Hospital Association. Served as major, USAAF, 1942-46. Decorated Grand Officer Order of Crown (Belgium). Member National Institute of Social Sciences (pres.), Brookings Institution. Presbyterian.

May 28, 1968

Mr. Frank Pace
Chairman of the Board
Corporation for Public Broadcasting
International Executive Service Corporation
545 Madison Avenue, 6th floor
New York, New York

Dear Mr. Pace:

During its meetings of May 13-14, the Board of Directors of National Educational Radio (a division of NAEB) discussed at length the needs of educational radio which might be appropriately supported by the Corporation for Public Broadcasting.

Six areas were identified by the Board which are considered basic to the development of educational radio in the United States. Although the list is not intended to indicate priorities, there was especially strong backing for the first three items. Primarily the Board endorsed the principle that both national production and local programming needs must be considered in any supporting effort of this kind.

1. Local station support
2. National and regional network programming
3. Interconnection
4. Personnel development
5. Promotion
6. Audience and program research

The NAEB's National Educational Radio Division was established in 1964 to specifically represent educational institutions and organizations that own and operate noncommercial radio stations.

The NAEB has operated a tape network since 1950. With the birth of NER, the tape service was expanded into the National Educational Radio Network. Programs which are made available to 160 member stations come from the stations themselves, domestic suppliers, and foreign producers.

With the publication of "The Hidden Medium: A Status Report on Educational Radio in the United States," in

1967, educational radio took a giant step forward with a documented study of its past, a professional analysis of its present, and a projection of its future needs.

We hope this list of suggested support areas will be useful to you and your fellow directors as you consider ways of improving the quality of public radio service and seek to meet the needs of this service.

Sincerely yours,

Jerrold Sandler

Enclosure
JS:lkl

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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